

JULY, 1913

# ELECTRICAL-MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office, Brattleboro, Vermont

New York Office, 17 Madison Avenue

“DO IT ELECTRICALLY”

Advertise Electricity with Electricity



ELECTRIC LIGHT COST CUT  $\frac{1}{2}$  IN 10 YEARS  
HOUSE WIRING & FIXTURES  
ARRANGED FOR IN 24 MONTHLY PAYMENTS  
Commonwealth Edison Company

New 280 ft. Electric advertisement erected by us  
on original 280 ft. structure and framework built  
over six years ago.

**FEDERAL** Quality Construction is a permanent  
Investment

## Federal Sign System (Electric)

NEW YORK

CHICAGO

SAN FRANCISCO

229-231 West 42d St.

Lake & Desplaines Sts.

267-269 Eighth St.



# Westinghouse Electric Ware

*for Comfortable  
Summer Cooking*

Phone us to wire your house  
for **ELECTRICITY**

## The Toaster-Stove

**This Poster on the Billboards of Your City Will Draw Everybody's Attention to Your Store—Will Make Sales for You—Will Bring Contracts for House Wiring.**

Electric Ware for hot weather cooking makes the housekeeper appreciative of your service.

The thing to-day is the Toaster-Stove for light meals.

Make the toaster-stove your leader. Now is the big toaster-stove season. Display toaster-stoves in your window. Advertise toaster-stoves.

See your bill poster about putting up some of these toaster-stove

posters and send to us for as many as you wish, already imprinted with your name and address, ready for posting, free of charge.

Note the house wiring stimulus. This is printed in red so that everybody who sees the poster must read it.

Size of poster—9 feet high and 14 feet long.

Request as many as wanted through our nearest district office.

## **Westinghouse Electric & Mfg. Co.**

East Pittsburgh, Pa.







# ELECTRICAL MERCHANDISE

## SELLING ELECTRICITY

VOLUME XII JULY, 1913 NUMBER 7

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## THE METER WITH A RECORD

### TYPE H

"BUILT LIKE A WATCH"

This Meter "Blazed the Trail"

FOR ACCURATE LOW-PRICED INDUCTION METERS

Secure Our Complete Technical Bulletins. They Are of  
Interest to You

**Sangamo Electric Company,**  
SPRINGFIELD, ILLINOIS

CHICAGO, 617-631 West Jackson Blvd.

NEW YORK, 50 Church Street

SELLING AGENTS: Electric Appliance Co., Chicago, San Francisco, Dallas, New Orleans. Wesco Supply Co.  
St. Louis, Fort Worth and Birmingham. Wetmore-Savage Co., Boston. Ludwig Hommel & Co., Pittsburg  
Rumsey Electric Co., Philadelphia, Pa. Alfred Collyer & Co., Montreal.  
Federal Sign System (Electric) Chicago-New York.



Why not get the Ster-  
ling Quality idea firmly  
fixed in your mind right  
now?

It's easy, profitable bus-  
iness to sell

## Sterling Lamps

because

Their all around excel-  
lence ensures them a rep-  
utation easily won, per-  
manently held.

Because you enjoy the  
full benefit of our profit-  
guaranteeing Cooperative  
Selling Plan from the mo-  
ment you adopt the Ster-  
ling line.

**Sterling Electric Lamp Works**

of  
General Electric Company  
Warren, Ohio



"American"  
Beauty"  
Electric Iron  
The Best  
By Ironing Board  
Test

GUARANTEED FOR  
ALL TIME

American Electrical Heater Company  
1335 WOODWARD AVE.  
DETROIT MICHIGAN, U. S. A.  
OLDEST AND LARGEST MAKERS

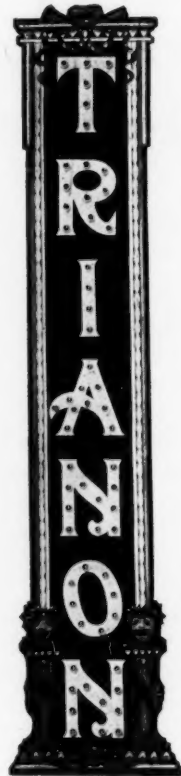
AMERICAN  
ELECTRIC  
HEAT



## *Greenwood* *Individuality*

Now-a-days every advertiser demands advertising mediums with individuality.

Greenwood design and finish makes every Greenwood sign an individual advertising medium.



Take another look over your City—don't you see that undeveloped electric sign business?

Write us about our co-operative service in putting on "live-wire" electric sign campaigns—gratis to all of our customers—the service which we give along with the product.

It's not a question of how much we can get for our signs—but how much YOU get for your dollar.

Every sign bears Label of Underwriters Laboratories, Inc., evidencing most thorough and high-class inspection.

Send us your ideas for designing—(no obligation).

Two Factories

Two Factories

**GREENWOOD ADVERTISING COMPANY**  
**GREENWOOD ADVERTISING COMPANY (WESTERN)**

KNOXVILLE, TENN.

LOS ANGELES, CALIF.



# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

## What Do Your Newspapers Say?

*Why Bad News and Hurtful Articles Appear in Print and Good News is Overlooked — The Reason and the Remedy*

By EARL E. WHITEHORNE

[You can find out a good deal about the character and disposition of the man at the head of any central station by quietly noticing the kind of news items and comment that appear in the local newspapers. Of course, if the leading editorial in the popular daily is three times a month devoted to an open attack on the electric light and power company, it is obvious that the editor and the general manager of the utility are not cronies. Happily, such violent cases of active antagonism are rare enough to be exceptional. Yet such editorial assaults are by far less damaging to the company's reputation and wasteful of its commercial opportunity than is the influence of the misunderstanding and lack of appreciation and harmony so lamentably prevalent.

Here and there, all over the country—yes, even in this day of alleged enlightenment—we find misguided newspapers trying to maintain a vain attitude of indifference to the fortunes of the central station; and in the same towns the boss of the central station sits back behind his short sight and takes no more interest in the cultivation of the newspaper than in the affairs of a one-wagon ice man. And what's the result? Well, nearly every word that the people ever hear about the activities of this public utility of theirs is written and presented by men who are wanting in sympathy and understanding and lack the opportunity to even know half the interesting things that are going on. And so in the eyes of the community, this central station of theirs is more like a suspicious looking stranger than anything else.

The newspaper is here, waiting and wanting to tell the news, truthfully and amply. Why don't you take advantage of it? Why don't you insure your company and yourself against misunderstanding, misrepresentation and abuse—or just silence, which is far worse? If you "don't know how," read this article.—Editor.]



HAVE just been looking through a pile of newspaper clippings which have been sent to me by central station men in big and little towns all over the country. I wrote a letter to these men awhile ago

asking them what the newspapers have been saying about their companies. I asked for clippings both good and bad and for the policy and reasons behind the clippings. It is as vital and it should be as interesting a topic as the central station business man has before him.

Out of the several hundred clippings I have here, naturally I find few cases of actual "bad news," for it is the "good news" that is saved and exhibited. When a "knock" appears in the morning paper, it brings no joy or pride to the office of the central station. It is not pasted where it will keep the hurt smarting. It is not sent to me. Yet it is the lack of newspaper interest and sympathy more than the barbs of press criticism and abuse that is hurting the public utility and wasting one of its best opportunities.

In studying these clippings three points stand out before all—

1. The newspaper men—as a class—are not sufficiently familiar with the functions of a central station and the service that it renders both to the community and to the individual, to appreciate its many "human interest" features.

2. The men who talk to the reporters for the company, do not take the trouble to make sure first of all that the story is

actually made clear and interesting to the newspaper man himself.

3. The most sympathetic free-news publicity is seen in the small city papers where the manager of the central station has taken

a prominent part in local affairs. (Of course, the small city journal will print stuff that is not considered "news" by the bigger newspaper in the bigger town; yet by the same token, there is ten times the

## LIGHTING MONOPOLY, CORRUPT INFLUENCE

Politicians Have Been Sweetened by Money from City  
Treasury and by Free Service; Taxpayers Reject  
Talk by Monopoly's Orators

The greatest corrupting influence in ~~the city~~  
City government has been the electric light monopoly.

The asphalt paving ring was childlike in its innocence as compared with the electric light ring.

The old ~~Electric Company~~ Electric Company was the mother of municipal graft in ~~the city~~

The M ~~onopoly~~ taken mon

Think what it means to have a whole city read this with its morning coffee! It's "just politics"—yes; but what chance do your salesmen have that day?

material for news in the doings of the big company—ten times the opportunity to interest the editors.)

In other words, the central station man in most cases, and especially in larger cities, is leaving it up to the reporter to get the news if he can, to make it interesting if he is able and to give proper credit to the company if he happens to be sympathetic and takes the trouble to keep his eye on that point. As to the ability of the average reporter to write about electrical affairs, I cite these two illustrations; they are taken from the *New York Times* and the *New York Evening Sun*, where the standard of reportorial talent is certainly as high as can be found. In a recent article in the *Times*,

save the papers from such glaring errors. The items exhibit an ignorance of such density as to make it certain that neither carelessness nor negligence can be charged to reporter, proof reader, or editor. They simply didn't know anything about the subject, theoretically or actually, and it has been nobody's business to enlighten them.

Nine-tenths of the inharmony between central station and newspaper comes through lack of personal acquaintance and friendship between the men of both institutions. When the newspaper thinks of the central station in the abstract and when the central station thinks of the newspaper in the abstract, there is no mutuality

be of interest to the newspapers and notify the editors by telephone *at once* or to get the story for them if convenient, and to tip off the reporter on every occasion.

Mr. Sikes says—"We never have any writeups unfavorable to the company. People have tried it but the newspaper men come to me first to get the true story. I make it a practice to call on the newspaper men as frequently as possible and keep them well posted on what we are doing. I always try to spring some new scheme for boosting the city every time I call and that keeps their enthusiasm up. All of the salesmen of the company have orders to gather all the news they can and to get it to the papers quickly. The residence salesmen



Read this collection of bad ones—picked here and there. A word or two changed would have taken out the sting, which is there only because the newspaper and the central station were not good neighbors.

commenting on the National Printing Trades Exposition, I read this bit of tangled talk:

"In addition to other special features is a working model of an electrical concern's maintenance and repair shop. Within a space of three feet by eighteen inches there are two drill lathes, a planing table and an emery wheel worked by overhead shafting and belting by a tiny electric generator. Near by is an armature and an anvil."

A while ago I saw this description of tennis court illumination in the *Sun*:

"At present only one court is available for playing after dark. This is illuminated by twenty-four Tungsten lights of 250 kilowatts each."

Recently, a Chicago daily newspaper kindly explained to its readers how to read the electric meter. It began its exposition with these sentences: "A householder has ten 50-watt lights. At the end of the month the kilometer shows that he consumed 15 kilowatt-hours." And so on.

These brilliant bits of misinformation are not attributable to careless proof reading, though it would seem that even a labor-union proof reader should be equipped to

of interests. When the general manager of the electric company makes it his business to know the editor of the *Morning Eagle* just as two good citizens of the same town, and the company salesmen swap news and yarns with the reporters, they are pretty apt to resolve themselves into two bands of boosters working together.

I know of one city in Ohio where the sales manager of the central station actually does not know the editors of the two local papers by sight.

It seems impossible.

It's past belief.

But—By the Beard of Ildrim!—it's true, for the man told me so himself, as proof of his independence of "any man." He has been on the job three years and wonders why the press is irritable.

Contrast this with conditions in Athens, Georgia, for instance, where Mr. A. H. Sikes, the head of the sales department of the Athens Railway & Electric Co., has instructed his men to know all the reporters personally and to make one or two of them real friends. He has made it a part of their day's work to scent out all news that would

bring in lots of news about visitors to the city and the comings and goings of the regular residents. One of the men has scored several beats, two of them being murder stories. He had the copy in the newspaper offices before they had heard of the trouble. Naturally this places the papers under heavy obligations to the whole force and we find that the regular reporters are as enthusiastic about electricity as our own men.

"I believe that any newspaper can be handled if it is gone at in the right way. They should be treated with absolute frankness and honesty. They are a bad bunch to try to put anything over on."

Mr. Sikes says that the regular reporters in his town are "enthusiastic about electricity." What does it mean? It means that they understand the ambitions of the central station itself, its efforts to give good service and what this good service really is worth to the city. When there is a bit of news about the company, when something happens that is worth the telling, these Athens reporters are eager to tell it. They



are interested in the central station and its good work, they believe that the public will be interested, and what's more, they know how to tell the tale intelligently.

But here's another point—a thousand times more important to the public—and vital to the central station. More serious items about fires, accidents, electrocutions, and the like are constantly printed to the disadvantage of the electrical industry. In these, electricity is made to appear sinister. Careless and negligent persons are pictured as victims of malicious, mysterious, almost intelligent force. Despite official statistics to the contrary, the stereotyped "crossed electric light wires" continue to receive condemnation for more destructive activity than the arson trust. No account of a criminal's off-taking is complete without

turn, almost, the lights were flashed on again.

"One of the giant turbines which generate the power for lighting the city, in the Gas and Electric Company's plant, burned out, but with all the haste possible, the efficient force of the company switched on one of the other turbines and the city was again as bright as ever. The incident proved the wisdom of the company's reserve capacities."

What was the general impression that people received? The telephone service was "wretched," with not a word of sympathy or explanation. The central station was complimented for its "wisdom" and its "efficient force." And behind the article lies the interesting fact that whereas the telephone man went to bed when the trouble was over, the sales manager of the central

facts of news value concerning applications of electricity.

The era of the press agent is over. The story that the leading lady takes milk baths doesn't go any more, and we cease to get excited over the loss of her jewels. The present-day newspaper reporter is after legitimate news—the information that he knows will interest his readers—the news that he knows the public is entitled to. The man who directs the sales policy for one of our largest holding companies, has this to say on this point:—

"The day of manufactured publicity is about over. Official gum-shoe publicity makers for corporations are tabooed by the majority of the newspapers, who are quick to detect a desire on the part of the company to graft for free space. But the



It is just as easy to inspire this kind of article as the bad kind, if the reporter is interested in your affairs. And he will be, when he realizes that you, too, are boosting for a bigger, busier town.

reference to "the deadly electric current." Yet, the reporters who write this misleading and hurtful stuff are simply uninformed; therefore they lack the active sympathy that would lead them to appreciate and guard against the giving of these unjust impressions.

Whose fault is it?

Here's a good illustration of the difference between sympathetic and unsympathetic handling of news. Recently there was a big wind storm in an eastern city. It did a lot of damage, uprooting trees and poles. Next morning these paragraphs appeared in the leading paper prominent in the front page story of the storm.

"Several veranda fronts on lower Union street were ripped out, and a few trees in the Seventh Ward went down in the swirl of wind and hail.

"The telephone service was wretched for awhile, connections requiring five to ten minutes during the afternoon and evening.

"The crowds who thronged Main street Monday night were astonished when at 8.50 the lights along the streets and in many of the stores suddenly flickered and went out. There were many exclamations and questions, but before anyone could

station, when his service was restored, dropped around to the newspaper office and told the editor all about it, how the turbine went out, and how the reserve unit was thrown in. He made an interesting story of it, that is, he made it interesting to the editor himself. And the editor did the rest.

Naturally the trained newspaper man has a better nose for a story than the man in the central station. But it can almost be taken as a rule that the incident that interests the company man himself will appeal to the reporter if he is in tune. It is a delicate, and frequently an improper business to attempt to influence newspaper reports. Publishers and their editors are right in resenting the intrusions of men with axes to grind. But most newspapermen have a fine sense of justice and desire to print nothing which is inaccurate. Some of them may, and frequently do, stoop pretty low in attacks upon public utility corporations and in their political or business partisanship, but that is a matter of expediency, not of education. What the electrical industry wants, and what the newspapermen will accept, is instruction and correction as to terminology, causes and effects of electrical phenomena, and actual

company that pushes its business progressively and honestly is constantly creating news that the reporter is glad to write up.

"The central stations make a mistake to assume that the reporter is a broad-gauge business man who keeps tabs on everything that the banker or manufacturer is up to. As a matter of fact the average reporter is a busy young chap who has no grasp on the importance of such things, nor especial aptitude for industrial affairs. So every company should see to it that one of its officers, at least, is on friendly personal footing with the newspaper men, to keep them posted on such things as would interest the public.

"One thing that the large majority of newspaper men believe is that in every reorganization or re-financing, there is a 'nigger in the wood-pile,' or some such surreptitious doings. The newspaper man may just as well be shown that the company has accomplished a meritorious thing in its ability to finance itself for the future, and that the problem of insuring adequate power facilities for a city is much more important to the public than a cheapening of rates and service.

"Some companies get into trouble by assuming an unfriendly attitude toward the





in touch with the men responsible and start a new deal, which will avoid repetition. It is a mistake for any utility company to beg for clemency from a newspaper, on the theory that the newspapers have no right to criticise us. The truth is that the newspapers have every right to keep an eye constantly upon the central station and to exercise a considerable freedom in criticising when the latter is deserved.

"We have in the United States today a considerable number of newspapers that do not want to know the facts or good points about corporations. Some of their editors are frank enough to say that their circulation is built partly upon anti-corporation attacks. These newspapers are hard, indeed, to handle, but not impossible. The most necessary thing in these situations is persistence and patience in establishing friendly personal relations with the editors and reporters.

"In connection with display advertisements, we always give out the news matter either on the same day or a day in advance of the publication of the ads. Sometimes I prepare and give it to the editors in typewritten form; other times I have had the editors send reporters to interview us—all depending upon which I thought was the best method in the particular case involved."

There are your two methods—written statement and interview. You need them both. But when you try it on your tongue the words "written statement" and "interview" have a proud, stand-offish sound. They don't exactly express the idea. The two ways to give news to the press really are these: first, in an informal friendly chat with the reporter in which you tell him an interesting story and make it interesting to him; second, in cases where there are a lot of figures or exact facts and terms to be cited, you have it all typewritten and hand a copy to the reporter "just to save him the trouble" and "to insure his getting it all straight." He'll appreciate it; and you will be correctly represented.

One day a big city daily sent a reporter to talk to the general manager of the local

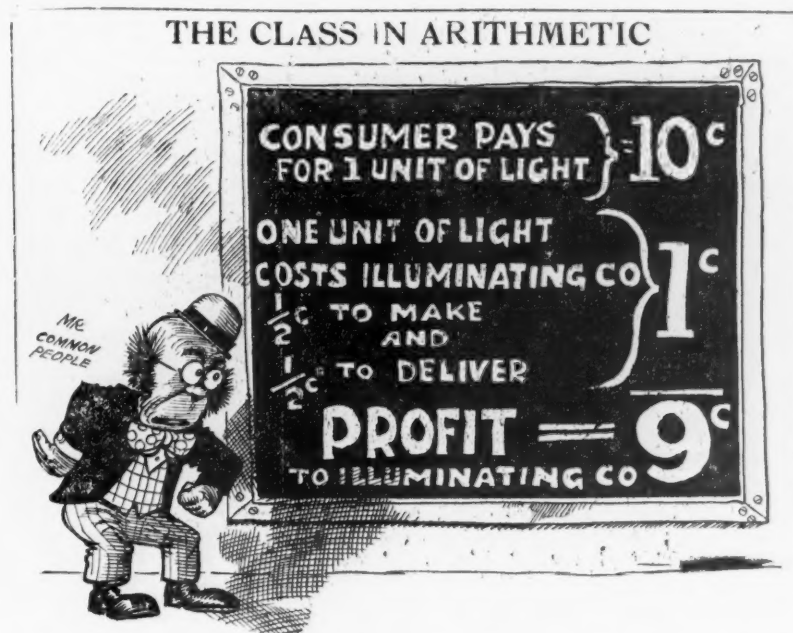
didn't get much more than a lot of mystery. He told me about it himself—"I went back," he said, "and wrote an article roasting the company. The main guy apparently couldn't explain anything to me. I couldn't get any sense out of it. It looked as though the politicians were right."

You can't blame him much.

Remember this point. What you tell the reporter, he has got to repeat to the public.

lot in common with the reporters. Let them hunt together.

When the central station man understands the mental slant and the day's-work-details of the newspaper business, and the newspaper men appreciate the problems, principles and policies of the modern electric light and power company, there will be no misrepresentation in the press and there will be columns more of interesting reading that



The cartoonist is a good fellow and he is looking for inspirations. He might just as well have drawn this from the other point of view and made people sorry for the company.

If you can't tell him in an interesting story without unfamiliar terms, write that part out. Give it to him in typewriting; and give it to him not as a "statement," but "for his convenience."

And so this whole matter of what the newspapers are going to say about you resolves itself into a simple matter of personal acquaintance and friendship. The general manager and sales manager of the central

will benefit the central station both directly and indirectly. There will be more boosting friends of the company among the general public that today is indifferent because uninformed.

And what kind of news will there be in these columns?

That's easy. Think of the opportunities. Here's an assortment of suggestions in the clippings I have before me. I list just the heads.

#### Making a Good Start

(Editorial on rate reduction by new owners)

Purify Schoolroom Air By Electricity

Merchants Favor Cluster Lights  
Electric Co. Holds "Booster Meeting"

Odd New Electric Sign

Lowest Power Rate In Entire Country

Electric Company Growing Fast

Marinette Is Electric City

Electric Show At the Colonial

Thirty New Arc Lights Turned On Last Night

Mammoth New Electric Signs

Guards' Life of Its Men

To Operate Draw By Electricity

Unique Electric Stoves Interest Many

Electrification of Great American Hen  
(Incubator story)

Domestic Magic In the House Electric

Installing White Way

Electric Page Receiving Much Publicity

Three Big Power Contracts

Has Big Faith In the Future Bay City

Annual Dinner of Edison Men

Electric Company Makes Large Gain In Earnings

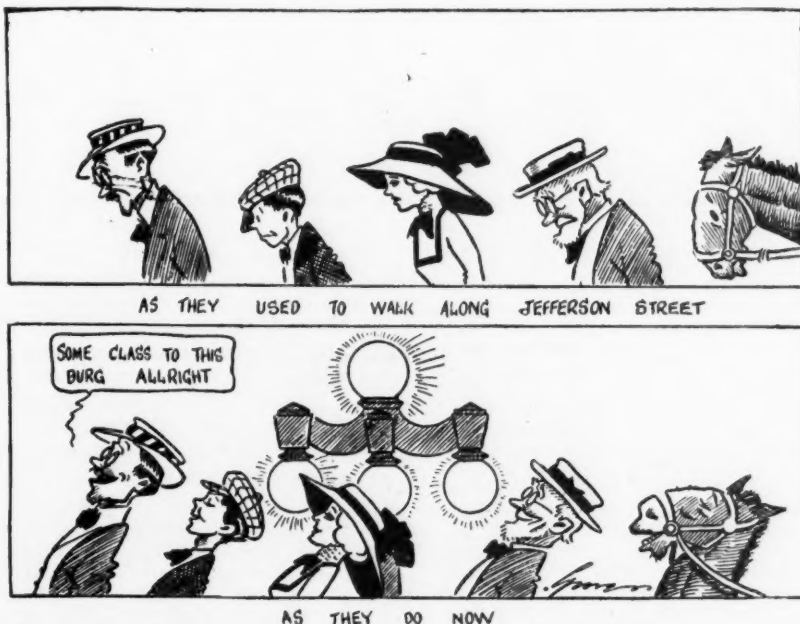
Electric Progress Due to Low Prices

Electric Autos Popular

Electric Company Employees Entertain Officials

Children to be Guests of Light and Water Company

(Concluded on page 216)



Here's a good, friendly cartoon. If the cartoonist understood the central station and how it works he would see a funny picture every month—the right kind.

central station to get his statement on a franchise issue. He received the reporter and talked to him at length; but he talked "demand" and "peak load" and "kilowatt hours" and "load factor." The reporter

station must know the editors personally and work with them in active harmony for the betterment of the town. There's the common ground to build a friendship on. The salesmen of the central station have a

## Starting the Electric Store

*Mr. D. B. Bugg Answers a Letter, and Makes Suggestions of Value to all Prospective Dealers.*



REGULAR readers of *Electrical Merchandise* will readily recall Mr. D. B. Bugg's series of four articles on "The Essential Planning of an Electric Store," which appeared in the May, June, July, and August, 1912, issues of this publication. The series pointed out the great undeveloped opportunity for the electric store, and showed the way to apply to it the tried and true merchandising methods that have built successes in other lines. Mr. Bugg told of the hundreds of cities and towns throughout the country right now awaiting the electrical merchant, who, in order to win, needs only to show the same energy, the persistence, the wide-awakeness, the common sense and the business ways of successful merchants in other lines. The message is one of the most important of the hour. So much interest was shown in the papers, in fact, that *Electrical Merchandise* obtained Mr. Bugg's consent to act in an advisory capacity for any readers of this magazine who might wish to question him on specific problems of merchandising. This offer was announced to our readers, and met with a quick and ready response. Out of the mass of letters, reaching this office, which called for Mr. Bugg's advice, we have chosen one which seems adequately to show how our merchandising message has gripped hundreds of men with possibly limited capital, but possessed, of almost unlimited ambition, courage and enterprise. This letter, together with Mr. Bugg's answer thereto, we reproduce *in toto*. The name of the man and his town we are not at liberty to divulge.

Mr. D. B. Bugg,  
Care of Electrical Merchandise,  
New York.

Dear Sir:—

Being a subscriber to that valuable little magazine, *Electrical Merchandise*, I have read your articles on "Electrical Merchandising." I am contemplating opening an electric store in this city and would like to have your suggestions as to the best way to handle the proposition.

Our city has about 15,000 population, same being a railroad town in a very fertile section of —. There are several smaller towns within a radius of twelve miles, which are supplied with electric service.

Electricity for lighting, heating and power purposes is supplied by two different companies. Both companies at present handle appliances, but I can make an agreement with them to not handle appliances. There are two local contractors operating here. The contractors handle a few appliances at present, but I think that I can make arrangements with them to stay out of the appliance business.

The above company is getting about \$250.00 per month of appliance business without pushing same.

I can secure a store room located two doors from the main business corner, on the main business street, for \$50 per month. Store room 25 feet by 50 feet. Please send me a sketch as to the best way to lay this room out.

Please advise me as to what you think my prospects are for making a success of the business in a town, providing same is properly handled. Also about what would you consider sufficient to develop the business.

I am a young man, and thoroughly understand the electric business, but have never attempted to operate an electric store, being in charge of the new-business department of the above company at this point.

Thanking you in advance for your valuable reply, I remain,

Yours very truly,

Mr. Bugg's Reply

I have your letter of March 18th before me. You are virtually propounding two questions, as follows:—First, under the conditions which you outline, would it be advisable for you to open a store for the sale of electrical merchandise; second, if it is advisable, how the proposition had best be handled. I shall endeavor

to answer your questions and will give you the reasons for my answers.

To the first question I have no hesitancy in saying that I believe that you have an excellent opportunity for establishing a successful business. However, I can conceive of certain unfavorable conditions, which you do not mention, but which would very much alter your prospects if they do exist. For instance, you say that in your city there is a population of about 15,000 and that there are several smaller towns within a radius of twelve miles. You do not mention the total population of these smaller towns, but we will assume that their aggregate population is 10,000. This would give you a total population of 25,000; or with the supposition that there is an average of five members to each household, it will mean that there are approximately 5,000 households. Now a very important factor in determining the success of your proposition is how large a percentage of these households are possible users of electrical appliances. There are some cities in this country with the same number, or more, households in which such a store as you contemplate opening would not be able to make expenses. Cities in which the majority of inhabitants are of a low order of intelligence, education and progressiveness, could not support one electrical store; on the other hand, where these attributes exist to a large degree, one or more stores might successfully deal in electrical appliances. But assuming that — and its environs is equal to the average American city, you should certainly be able to count fifty per cent of the households as possible customers. In other words, there are 2,500 households from which you can expect some business each year. If this supposition is correct, you are safe so far as the numerical strength of your territory is concerned.

If these conclusions are correctly drawn, then success or failure will rest entirely upon yourself and the methods to secure business which you follow out. With the limited statement of conditions which you give in your letter, I cannot tell what would be the best course for you to follow to secure business. However, when you are ready for business, every possible customer in your territory should be informed of the fact. Not only that, but you should so impress yourself and your business on the minds of the people as to almost make yourself a common nuisance. You must be aggressive and persistent. Don't let people forget you. Let them know that you have up-to-date merchandise; that you are thoroughly dependable; that your prices are fair for good articles. Educate them to the use of electrical equipment.

Let me give you a somewhat homely illustration of what I mean. Last summer I spent one night at the suburban home of a friend who was living alone in his house during the temporary absence of his family at the seashore. It was his custom to get his own breakfast which consisted of fruit, a cereal, boiled eggs and coffee. Just before we sat down to breakfast, he put the coffee and the water for the eggs on the gas range. While eating his fruit and cereal, he was compelled to jump up several times and run into the kitchen to see how things were progressing. I did not keep accurate count of his trips to and fro, but he was continually bobbing up and down. It certainly was an arduous proceeding. After the meal was over, I asked him why he did not get electrical appliances which could be attached to the chandelier directly over the dining table. The idea had never occurred to him before. On our way to the depot we passed an electrical store and I suggested that the desired articles could probably be bought there. My friend told me that so far as he knew this particular store only sold electric fans because that was all he had ever seen displayed in the window for the past two years. However, on entering the store we found that it was in reality stocked with a very good line of appliances, and yet I will venture to say that only a small proportion of the residents in the town were aware of the fact.

Now if you are going to carry on business in the manner that this man did you had better not undertake it. On the other hand, if you have the determination to make good, if you keep your eyes open for opportunities, and if you adopt aggressive tactics, there is no reason why you should not meet with a large measure of success.

You say that the company you are now with sells about \$250.00 worth of merchandise per month without pushing the line. Perhaps we can safely assume that the combined sales of the other power company and the other two electricians you mention, will equal the same amount. In other words, we will say that at the present time there is a business of \$500.00 per month done in the town without any particular effort. If this is the case, there is not the slightest doubt in my mind that these sales can be doubled if the proper aggressive methods are used. It really is of secondary consideration whether you advertise yourself in the newspapers or by mail or by some other method. But it is essential that you impress your name, your store and your goods on the minds of the community.

In addition to this you must make the best possible use of your display windows. They must be attractive by daylight and brilliantly conspicuous by night. In the matter of illumination you must be extravagant. You cannot afford to be economical in this one respect.

It is difficult for me to say exactly how much capital you will require. It depends somewhat upon how long it takes you to obtain goods from the jobbers and manufacturers and how much credit they will allow you. Personally I would not be afraid to undertake this venture with \$1,000.00, or slightly less. If this amount is judiciously expended you can make a very presentable showing. With the proper references you ought to be able to obtain credit up to \$2,000.00 and jobbing houses are usually willing to extend liberal terms to the beginner with a clean record. However, you must watch your stock very closely and must buy in small quantities. Sometimes you will be tempted to obtain a better discount by purchasing large quantities, but until you are firmly established, you must fight shy of these temptations. Do not invest your capital in articles which cannot find a ready sale. You are sure to make some mistakes anyhow and overbuying is a positive sin. Do not attempt to get rich quick. You must build for the future, and for the first few years, every cent over and above your actual living expenses should be re-invested in your business. There may be a royal road to wealth, but very few of us are able to find it and the man who looks for it too hard usually gets the blind staggers.

The matter of the arrangement of your store will depend entirely upon the amount of capital you have. If this is very limited you could probably get along with one or two floor cases, each about eight feet long and one wall case of the same length. With this fixture equipment you could make a very presentable showing, providing you exercised a little ingenuity in devising cheaper fixtures, such as counters and tables made of pine wood. You can easily appreciate the fact that it would be useless for me to give you the plan of an arrangement unless I knew the approximate amount which you wished to invest in fixtures.

Inasmuch as you state that there are two electrical contractors in town who would agree to leave the sale of electrical appliances to you, I presume that it would be necessary for you to reciprocate this good will on their part and leave the sale of electrical construction supplies to them. If this supposition is correct you will not need any room for the sale of supplies but may devote your energies entirely to the appliance field.

Whatever you do, let me caution you to keep a clean and orderly store. It is really remarkable how this simple matter is neglected by many merchants, greatly to the detriment of their business. I feel very sure that if you will exercise good judgment and employ tactics which are essential to the conduct of every successful business, you will make a success of your enterprise. Many men have established themselves on a very much less secure foundation than you apparently have; where all the circumstances are so favorable, the ultimate result will depend entirely upon yourself.

I trust that these words will be of some assistance to you. If I can serve you in any other way, I will be pleased to do so.

Sincerely yours,  
D. B. Bugg.

If any reader of this publication will read both letters carefully, then take the trouble to dig up his back numbers of *Electrical Merchandise* and reread Mr. Bugg's papers, he will be struck by the ultimate simplicity of the prospective dealer's problem, insofar as basic success is concerned. The central stations and contractors in his town will agree to abandon the appliance field the instant he opens his electric store. And Mr. Bugg tells him that the opportunity for a successful business in his town looks good. To win, he simply must make of himself a merchant, and make of his store a place where merchandise is displayed and sold and promptly delivered after it is sold.

Now, there is one best way to learn how. If Merchant's Row in his town is a modern type of business street, the electric man should spend a good part of his time there, from now until he is ready to announce the opening of his new electric store—absorbing the merchandising spirit, and studying successful merchandising methods. If the merchants of his town are alive, there will scarcely be a man jack of them who will not gladly give up a part of his own busy time to discuss the new enterprise with its promoter and ways to go about it. He will open his own sealed book of success to the



electric man though it has cost him years of work and worry and many dollars to learn the successful way himself. These merchants will gladly offer their help, because they will like the man's own enterprise, and because the stimulating influence of a successful electric appliance business on the people of a small town would tend to make them more readily amenable to the progressive methods of merchants in many other lines, particularly those that deal with the necessities and the luxuries of the household. If the merchandising spirit isn't alive in his town, the prospective dealer should make for the nearest modern shopping centre—the very stores, perhaps, where his wife does her shopping. And the same principle will hold good for every man who wants to do a successful electric appliance business in his town.

Provided that the man studies the merchandising methods of prosperous shopkeepers, as he must in order to win, the essentials of a successful store as Mr. Bugg has outlined them both in his articles and his letter will begin to take shape in his brain. And it will come to him as first-hand knowledge, something he has dug up for himself right down on the business street—the same kind of knowledge that made Mr. Bugg's opinions possible, and could come to him only after years of intimate study of the merchandising spirit and the merchant's way of winning.

As the essentials crystallize in his mind, he will label them somewhat as follows, after the manner of Mr. Bugg: Sizing up the situation in my town; Publicity, if it looks good and I decide to go ahead; Cleanliness in all things in and about my store; Live and Attractive Window Displays; Salesmanship, which means the application of winning merchandising ways; Service; Careful Financing, and Cautious Buying.

First, sizing up the situation:—Why are there so many failures on Merchant's Row in lines that already have produced established successes? Lack of capital is one major cause, lack of business experience and business sense another, failure to study the ways that win a third, poor location a fourth, and very important one. But Mr. Bugg lays his finger on perhaps the most important of all, the unfavorableness of the field. Perhaps it is already overworked; perhaps the people there are not ready for the line, and will not be for a good many years. However, as Mr. Bugg suggests, if the man can assure himself that the town under consideration is one of average progressiveness and intelligence, then the outlook in that town is good.

Publicity and advertising have been among the most potent factors in every merchandising success, large or small. The merchant knows how to do it, and his ways very well could be copied by the electric dealer. Every possible customer in your territory should be informed that you are doing an electric appliance business in your town, Mr. Bugg points out, and he should never be allowed to forget it. The successful dry goods merchant emphasizes the fairness of his prices, the freshness and quality of his stock, his thorough dependability, his favorable location, his invincible service. Why should not the electric dealer emphasize the same things? He handles a line that the average person knows less about than perhaps any other commodity.

Live, attractive, ever-changing window displays are the pet hobby of the successful merchant in other lines because their prac-

tical value is known. He, or the man he chooses for the work, expends a great deal of gray matter on this phase of the business, and the results are worth every atom of it. The matter of window displays will keep the new electric dealer awake nights for awhile, but it's clearly up to him. Only dismal failure awaits the man who, although he carries an adequate line of appliances, leads his public to believe that he is only a dealer in fans or lamps.

To learn the best and most scientific selling methods has been a costly process for the dry goods merchant. Salesmanship is always a big and difficult problem, and the mastering of the essentials of pushing goods over the counter should occupy a big slice of the prospective electrical dealer's time on the business street. The probability is that he has never had much experience on the selling end, and the expansion of the appliance load in his town is going to be so much a matter of effective salesmanship that he must gain access to the ideas of men who know. Mr. Bugg's own definition of salesmanship is the ability intelligently and courteously to wait on customers when they do come to the store. And that is an exacting art, for when analyzed, it not only means that goods are to be pushed but that the poor and rich, the humble and the high-born, are to be treated with perfect equality, yet so tactfully that no class consciousness or other undesirable factor will have an opportunity to creep in. Then there is this fact that if the dealer has not mastered the essentials of salesmanship, he will not know how to employ the best methods of publicity and advertising.

No experienced merchant in established lines would make so costly a mistake as to start a good proposition favorably situated in a good locality, get his message successfully before the people, use effective methods of display, practice a model plan of salesmanship, yet allow his structure to go to pieces on the rock of poor service. The new electric dealer must be particularly careful about his service. For a leisurely tendency to deliver and install electric service of any kind always has been more or less rampant in the industry, and the chances are that the prospective dealer has not been trained to look to the importance of prompt delivery and installation, and immediate adjustment of any transaction unsatisfactory to the customer.

When you come down to the question of careful financing, you are examining a fruitful cause of the difference between failure and success in every merchandising field. Mr. Bugg's papers on "The Danger in 'Too Good' a Store" and "The Money Factor In Store Success" should be carefully gone over for the light they throw on this vital consideration. The amount that a dealer in the town under consideration would have to invest at the start, and his opportunities for credit, stock-buying, the quantity-discount temptation; the get-rich-quick dream; the matter of arrangement of the store—are some financial problems that Mr. Bugg reveals to his correspondent, and there are many others that will put the latter's business acumen to a severe test.

The positive values of Mr. Bugg's papers and letter we have pointed out to some extent. However, the correspondent in question showed by the vagueness of certain portions of his letter that he had not carefully analyzed the situation in his town before writing. He did not provide Mr. Bugg with the positive, concrete infor-

mation that would have brought a sketch of the store, a working plan, and every detail that could have been applied directly to the case in question. In his letter, Mr. Bugg has made a number of most valuable suggestions. Yet, the very incompleteness and vagueness of some portions of his correspondent's letter have forced the expert to work in the dark for a considerable portion of the way in his answers. Clearly, before he goes ahead with his plan, the prospective electrical merchant must know the possibilities in his territory, how to get his message before the people; where to place his store; how to arrange and display his goods so that they will make the real sales appeal; how much to invest, how and when to invest it—for the best results; and he must realize the paramount importance of service. He must understand the merchandising spirit; he must know successful merchandising methods. There is only one place where he can get all this and digest it—down on Merchant's Row, where they do things right. It's the way that Mr. Bugg has pointed out, and it will hold good for almost every town.



### Making the Electric Iron Skate

By J. I. STREIBIG, YORK, PA.

The electric flatiron is inherently a still display, but recently we found a way to impart motion to an iron in our window in such a way as to focus public attention on it. We made a circle of a size to fit the window by bending the capping of common three-wire moulding, the heat reservoir of the iron was removed so as to decrease its weight, and the iron was then fastened to a roller skate whose front axle was set at the angle necessary to make it follow the circle made by the ring.

A small sail made in our case from a Westinghouse lamp advertisement, was mounted on the iron and the fans were placed at intervals along the outside of the circle, each in the direction of the rotation. Thus, the wind sail readily caught up the wind from each fan and sent the iron continuously about the circle as long as the fans were operated. Naturally, the display attracted considerable attention.

### A Window Study in Electric Economy

By O. M. BOOHER,

Manager Commercial Department, Kokomo, Mairon & Western Traction Co., Kokomo, Ind.

We have employed what we consider a novel plan for advertising the sale of electric irons in the window. We arranged two pairs of ladies' shoes in a conspicuous manner in the window, showing the soles of one pair in good condition and those of the other pair completely worn out. We explained the display by means of window cards. A large card read: "Use the electric iron and it will save your sole." A small card attached to the sound shoes read: "The owner of these shoes uses the electric iron." The card relating to the worn-out shoes read: "The owner of these shoes does not use the electric iron." A third sign reading, "And think of the time she lost while wearing out these shoes," carries the suggestion a point further.

Such a display always attracts attention, excites comment, and thus tends to increase the number of sales.

## Making a Go of It in Athens, Ga.

*How a Successful Central-Station Opening Was Made a Permanent Business Asset*

By A. H. SIKES

Sales Manager Athens Railway and Electric Company, Athens, Ga.



THE real success—the permanent success—of a central-station opening depends on more than the band, the crowd, the electric lights—all the flare-up elements, although of course they are necessary to the big show. But it's the way that the preliminary ground is broken and the follow-up plans laid out that count most.

"Electric Night" in Athens, Ga., was a big show, elaborately staged. However, it took place some time ago, not long enough ago to quote facts and figures, but so long ago that all the excitement has died down, and the Athens opening may be reckoned, to a considerable degree, on its face business value. Permanent success seems assured to our venture simply because we were careful to break the preliminary ground right, win and hold the confidence of the people

the public, and a hearty personal interest in and support of all movements that would tend to upbuild Athens. The bigger and better the town, the bigger and better our business—that was the underlying thought. We feel that we have won the town because we have tried, before, during and since our opening, to play the part of a public-spirited corporation. It was the only way we could win so quickly and so effectively. As for results, they are plainly evident in a business way.

Now for the story.

In November, 1912, I came to Athens to take charge of the sales department. The office of the company, at that time, was just far enough out of the line of travel so that people called there only when necessary. It was almost impossible to get close to the customers as we thought desirable.

To overcome these difficulties, we de-

ally conceded, on opening night, that the display ranked with any in the South. An electric soda fountain sign on one side of the company display, and a sign of the Buick Sales Company on the other, complemented our display.

We took just as much care of the front of the store as we did with the display, the idea being to make the new salesroom "own" its particular location, and to break up the old popular habit of considering our office too far away. The entrance door was placed on one side, and made very heavy and massive. It was fitted with beveled plate glass, leaving a clear window space of nineteen feet. Over the window on the small panes was painted in transparent letters, "If it's modern, it's electrical." We hung a cream-colored silk curtain from the transom bar. We painted the front a light cream color and finished it in French enamel. Because practically all the stores in the city are painted green or red, this color scheme brings our location into great prominence. There is no bench in the window, it being on the floor level with the glass extending to the floor. A movable background is made of screens to match the interior finish so that any size display can be made. It is an easy matter, with this layout, to install model kitchens, living rooms, machine shops or any other large displays.

We have placed the cashier's cage in the rear, and so arranged the display table that every customer who comes to pay bills or to exchange lamps, must pass our entire exhibit. No desks are used, it being thought best to depend on plain writing tables and a good filing cabinet so that all company business is easily accessible in case of absence of any employee. A small desk for ladies is installed in a convenient place, and stationery is supplied. The interior woodwork and furniture is all of a very dark oak. The cushions on the seats are of red Spanish leather, and the wainscoting is finished to match. Several ferns and palms add to the appearance of the room.

The wiring and lighting of the office are exceptionally complete. The main lighting of the room is furnished by seven 500-watt Mazda lamps in Veluria Urnolite fixtures. The window is lighted with twenty 100-watt Mazda lamps installed along the transom bar. The connected load is 5,500 watts in 1,300 square feet. Two oscillating fans are permanently attached to each side wall, the connections being made under the base, and openings being available for other fans in various parts of the room. Along each side wall, above the wainscoting, are flush receptacles spaced five feet apart so that electric devices can be plugged in anywhere. Five more receptacles are in the baseboard in the window for connecting window displays. In the ceiling above the window are four outlets for connecting up fixture displays. The cashier's office is lighted from a bowl fixture set in the ceiling, with a sixty-watt Mazda lamp above it. The wiring is so laid out that it is believed it will never be necessary to run any exposed or temporary wiring for any purpose.

All things considered, our convenient location and attractive exterior display gave a new central station welcome to the people of Athens that was bound to find them responsive. Furthermore, our beautiful and practical interior display and atmosphere of cordiality tended to keep them coming, giving them a new and stronger interest in the possibilities of electric service. We tried to do our part as a public utility by putting ourselves on an exact level with the people, aiming to get



Show rooms of Athens (Ga.) Ry. & Electric Co. Every visitor must pass this display on his way to the company office

of Athens, and because we tied "Electric Night" to a persistent follow-up sales campaign.

The whole affair centered around the opening of our splendidly appointed downtown salesrooms, brand new, in a new and favorable location.

Our own brilliant exterior electrical display was only one of many sign features. New signs for merchants, laundry, Chamber of Commerce, and Y. M. C. A. flashed forth on "Electric Night," marking the beginning of a new era for Athens. For ten days, these various signs had been in the making, with expert sign builders working night and day to have them installed in time.

The great success of "Electric Night" could never have been possible if our Company had not started the affair with a new conception of its duty and relationship to the public it was aiming to serve. It was clear to us that better salesrooms, better situated, were only one essential; equally important considerations were close co-operative work with all local town-boosting bodies, liberal and intimate treatment of

cided to open a downtown sales office, and the room we now have we consider cannot be equalled by any city of our size. The new location is on the best corner in the city, and everything possible in the way of electric displays has been installed to draw public attention to it. The electric display on the building front was designed by the Valentine Electric Sign Company. It consists of the delta and trefoil emblem of the Doherty Company at the crest of the roof, with an electric fountain effect radiating from it for a height of twenty feet above the roof and eighty feet across. Under this display, the name, "Athens Railway and Electric Co.," is featured in big electric letters.

Another electric sign, reading "The Electric Shop," runs vertically up and down the centre of the building. It is flanked on either side by an electric arrow, four lamps wide and thirty feet high, pointing down to the store front. The lamps in the arrows and in the fountain are in constant motion and several colors of lamp caps are used to enhance the effect. It was gener-



their point of view, and striving to work with them for mutual profit.

The next step was to secure strong co-operation from substantial men of the town. So I made it a point to meet every business man in Athens, face to face, and to hold a "heart-to-heart-talk" with him regarding our future plans and the possibilities of electricity for him. I made friends with them all from the start. The warm hospitality of the people of Athens was not denied me from the moment of my arrival, and I thought I saw where I could help the town, as well as build up the business of the company I represented.

I attended a meeting of the Chamber of Commerce, and was so much impressed by the work it was doing, that I had myself

was placed at the disposal of local mill men, so that they might fully demonstrate how their goods were made, and thereby bring about a closer union among themselves, their jobbers and the local public.

The doors of the new Electric Shop were thrown open to the public at dusk on "Electric Night" and were thronged from that time until midnight. There was plenty of music, while carnations were distributed to the ladies, and cigars to the men. Big white balls of electric fire shone from the ceiling, and the room was as light as day. Everybody seemed pleased with the furnishings, and the women with the idea that it would thenceforth be placed at their disposal for use as a waiting room or meeting room. In fact, one purpose of the opening was to enable us to meet every woman in Athens personally, and to extend to her a cordial invitation to drop in with her friends at any time, and "talk it over." Another important reason to make the opening the wedge for a general boom for Athens—I have already emphasized.

Our out-of-town guests and Messrs. Bryan, Flannigan, Proctor, Cox, Fluker, Thompson, and Woods of the central station force, helped to entertain the people. C. C. Callaway, secretary of the Chamber of Commerce, was also prominent in the good work of entertaining for us.

The souvenir post cards which we distributed were printed in full view of everybody by an electric-driven printing press and the unusual exhibit resulted in such congestion of sidewalk and street at times, that local policemen were finally forced to scatter the crowd to let the electric cars pass. The press was displayed in the nineteen-foot show window, and was only one of many electric appliances in actual operation on the premises all evening. A huge poster in the rear of our rooms "boosted" the Chamber of Commerce, and served to remind the public that the city's welfare was in our minds as well as the future affairs of the central station.

Of course, to have all the local people pulling for an affair of this sort is one thing; but to ensure complete success, you must get people in from adjoining towns. We did. The extensive advertising that preceded the opening brought many people from Commerce, Watkinsville, Winterville, Comer, Colbert and other points. Furthermore, the traveling salesmen, who were making Athens their headquarters, brought in out-of-town merchants "to see the sights."

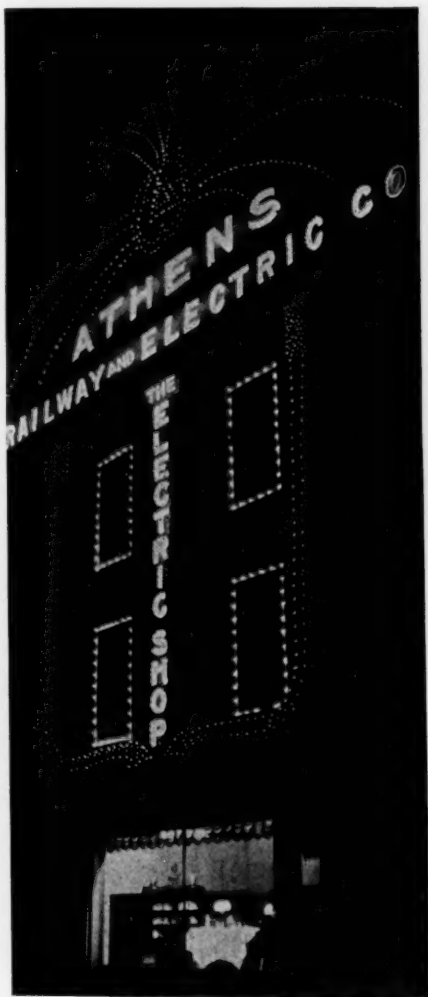
To sink a little more deeply into the public mind the lesson of the opening, I devised an "electric edition" for the Sunday issue of the Athens *Banner*. Almost the entire issue was given over to things electrical. The story of "Electric Night" was strongly featured. Articles on the electrical growth of Athens, the work our company was trying to do, a number of pertinent original and "clipped" articles on commercial electrical matters of public interest, editorial comments, signed articles by prominent local men and appropriate photographs, were other features of the edition. There was also enough electrical advertising shown in the paper to help out the electrical message of the edition. In short, the cordial support of the *Banner* helped very materially in securing for us the public approval and support so necessary to the success of our opening, and our future hold on the people of Athens.

Following the opening, we gave a Dutch supper to the visiting electrical men. In addition to our guests, many prominent local men were present.

The hard work, both by day and night, put in by the Valentine Electric Sign Company, the Greenwood Advertising Company, and our local electric sign builders, went a long way towards making the affair a complete success. Equally to the point, a considerable number of new prospects have been brought into line, and we can see a nice little sign load in view. Some of our factory owners are planning to place signs on the busiest retail corners; incidentally, they will keep our show window busy with "Here at Home" manufacturing displays, which we shall continue to feature for a period. The senior law class at the University of Georgia is considering a memorial to the University in the form of a handsome electric sign to be placed on the arch at the entrance on College Avenue. We have something new on display every day in our window. One typical display was that of an experienced mattress-maker making up a mattress from start to finish with an electric machine. We also feature shirt and overall manufacturing, as these are Athens products. We also offer prizes to the merchants who have the best dressed and best lighted windows.

Athens has a population of only about 20,000 people, yet its Chamber of Commerce comprises 112 members, and a movement is well under way to increase this membership to 500. The town is making noteworthy progress in building. Discerning people say that no city in the South of anywhere near equal size is more progressive. It is a "going concern" in every sense of the word, and perhaps would be without our assistance. But the tremendous impetus that just one "Electric Night" gave Athens assured us that the little Georgian town took the surest, quickest and most effective way to increase size, fame and prosperity—by working with its public utility company and reciprocating when the company boosts the town.

This cordial attitude of the public has been the biggest factor in our success, and our best assurance that our present business in Athens is only the promise of bigger and better things to come.



A potent factor in the Athens Co.'s success is its own electric advertising.

and my sales force enrolled as members for a year in advance. I was honored with the chairmanship of the new Enterprise Committee whose purpose is to upbuild Athens, to induce strong outside concerns to locate here, and the like. It was with the earnest and valuable assistance of the Chamber of Commerce that I planned my "Electric Night" for Athens.

From the beginning, I emphasized that it was not merely a central station opening, but an affair that the whole town could throw itself into with the greatest enthusiasm. Many prominent outside citizens were invited, including D. H. Braymer, editor of the *Southern Electrician*; Norman B. Hickox, treasurer, and H. O. Bourkard, designer, of the Greenwood Advertising Company of Knoxville; Messrs. Moore, Williams, and Coles of the General Electric Company of Atlanta, and Mr. Thornwell, of the Westinghouse Company.

The display window in our Electric Shop



### How the Central Station and Real Estate Man Can Cooperate

By G. W. RAUCH

Representative, Sales Department, The Empire District Electric Co., Joplin, Mo.

We have been using the buildings vacated in the business district during the past month to good advantage. We obtain permission from the real estate dealer to use his window in the vacant building until it is leased or rented. In return, we allow him to insert a large ad in the window in which we install a complete lighting system. The window is attractively dressed with an appliance display.

One of the window cards announces that the building is for rent by the real estate dealer, while a second card contains some such announcement as: "This window may be lighted from dusk to midnight for . . . cents per night." Naturally, this helps not only the real estate dealer and ourselves, but the town, as well, by brightening the building. When the store is rented, ten to one the installation can be sold at its cost, thereby giving the central station its advertisement free.

## Playing the Game in Dayton

Two Central Station Ads That Told the Electric Story From a New Angle



HERE must constantly crop up in every "going" community opportunities for novel advertising of the central station business. The wide scope of electricity and its wonderful adaptability to almost everything of public moment makes it a particularly fertile field for the sales or new-business manager with wide-awake eyes and

ulace of Dayton moved about the city eagerly seeking every detail that would help to build up for them a concrete picture of the whole terrible story. Of course the absurdity of the wandering tank would be welcome comic relief to the tragedy, and the crowd would gather around it and drink in the central station message displayed so conspicuously across its top.

But it must have been the symbolism back of the message that struck the Dayton people hardest. The terrible power of the flood had swept the ponderous tank eight blocks away from its original position, but it could not drown the indomitable spirit of the Dayton Power & Light Company, which was "damp, but still on the job," and ready to send forth its current as soon as Dayton could get around to using it.

A chance advertisement in the "For Rent" columns of the Dayton *Daily News* provided Mr. Kelly with material for a second coup. It told of a house for rent that was modern in every respect except that it had no electric lights. Thus, in one breath the landlord confessed a weakness and gave Mr. Kelly the chance to point the moral. Shortly appeared in the local newspaper the central station ad reproduced on this page. It was good sized and it went right to the weak spot. The "For Rent" ad was reproduced at the top of the page, and directly under it the moral:

"Landlords realize it is much easier to rent their houses when they are wired for Electric light. Therefore, why not have your house wired at once?"

And finally the slogan of the Dayton central station, "If it isn't Electric it isn't modern," which, in this case, fits with peculiar appropriateness into the situation. It's a statement that the landlord, himself, already had conceded was true.

There are certain fundamentals and fixed principles of conducting a central station sales department that every modern new-business manager must know and put into practice to a greater or less extent. But much of the success of every sales department must always depend on the initiative and aliveness of the man behind—his ability to pick up and make nuggets of commercial

worth of the stones that a man with half-closed eyes would only kick unheeded as he stumbled across them. Why, then, shouldn't Mr. Kelly's example be more universally followed?

### Electrical Auctioneering

An electrical method has been devised that threatens to hush the obstreperous auctioneer in some quarters at least. This method now is applied to selling eggs by auction in Holland. Eggs are auctioned off in 2,500 lots, and each bidder has a numbered seat with a push button and wiring. The seller is stationed in front of a large dial having prices ranged around it. A large board contains like numbers, which can be electrically lighted, and these are connected to the seats. As the seller starts the hand slowly moving round the dial, the buyer presses his button at the desired figure, whereupon the corresponding figure on the board lights up and the buyer's number is registered by an annunciator. The method is understood to be successful so far as it has been used.

### Flowers Grown by Electricity

The United States Department of Agriculture has proven by its exhibit at the Electrical Show in the Grand Central Palace, New York, that electricity can be successfully applied to plant growth. Thus the stamp of authority is set upon what hitherto has been considered no more than a speculative proposition. In a specially designed greenhouse, a current of 100,000 volts is passed, by means of an electric machine, through a mesh screen. It plays on the flowers with so-called magical results. The blossoms are said to be unusually large and richly colored, while even their fragrance seems intensified.

On the other side of the greenhouse lies an ordinary flower bed, which has received only the usual stimulation of the hoe and watering pot. These flowers are said to make a very poor showing against the electrically-stimulated blooms.

### James W. Dunbar

James W. Dunbar, of New Albany, Ind., has been appointed general manager of the United Gas & Electric Company of that city to succeed Martin J. Insull of Chicago.

**ECONOMY  
CLEANLINESS  
CONVENIENCE  
SAFETY**

HOUSE FOR RENT—IN DAYTON  
View, seven rooms, modern EXCEPT  
ELECTRIC LIGHT; natural gas, large  
lot, River, near Broadway, E. Main  
Sts.

From the "For Rent" columns of The Daily News of May 27, 1912.

**Landlords**  
realize it is much easier to rent their houses  
when they are wired for

**Electric Light**  
Therefore, why not have your house

**Wired At Once.  
ASK US HOW**  
"If it isn't Electric, it isn't Modern."  
Phone Today.

Bell Main 4494. Home 6166.

**THE DAYTON POWER AND  
LIGHT CO.**  
50 South Jefferson St.

The Dayton Company caught this landlord on the defensive, and made the most of the opportunity.

ears and a real "nose" for business. Thomas F. Kelly, sales manager of the Dayton (Ohio) Power & Light Company, cites two cases in point.

The recent Dayton flood, in one of its humorous fancies, swept up a huge iron tank, and after carrying it along in its current for some eight blocks, deposited it half a block equidistant from the old and the new office of the central station. It became a fixture in this location for about a month and a half after the waters receded for the reason that the expense of moving it back home would be too great.

Happily, Mr. Kelly owns a responsive mind—one that scents a new-business or advertising possibility in almost every breeze that blows. To his mind's eye, the vagrant tank seemed to present an opportunity, and he grasped it. He had a sign painted on two sides of the huge mass of iron at the very top where it would do the most good. It read: "This tank placed here by the current, not the electric current supplied by the Dayton Power & Light Co., 50 South Jefferson St.," etc.

It is easy to imagine, how after the danger of the flood had passed, the curious pop-



The flood brought this tank to the Dayton Company's door. It found the central station waiting with paint and brush to make advertising capital of it.



# The Manufacturer or the Central Station—Who is to Blame?

*Both Are Charged in Recent Convention Papers with Methods That Weaken the Electric Vehicle Opportunity*



We are presenting below abstracts of three papers on the electric vehicle situation. Two of them were read at the recent electric vehicle convention in Boston, and the third at the recent convention of the National Electric Light Association in Chicago.

Edwin E. Witherby's paper (at Chicago) on "The Central Station's Greatest Opportunity," is a vigorous criticism, from the manufacturer's point of view, of the average central station's attitude towards the industry. E. R. Davenport's paper on "Constructive Criticism of the Electric Vehicle," is a central station criticism of manufacturing practice. L. R. Wallis's paper on "Central Station Service for the Owners of Electric Cars," is an implication that both branches are remiss, and an attempt to bring them together on an intelligent working basis. Taken collectively, the three papers outline an interesting situation and give rise to important questions.

Has the electric vehicle industry attained to such a development that all its hidden weaknesses are now filtering up to the top to be labeled, analyzed and annihilated? Or has the average-informed electrical man been lulled, by much optimistic talk, into believing that the electric vehicle industry has progressed far better than the real facts and figures can show? In other words, has the vehicle manufacturer or the central station, or both, been guilty of wilful blindness or the kind of bad practice that will keep the electric vehicle business hopelessly far behind the gasoline car industry until it is entirely eliminated?

We leave the reader free to answer these questions, merely presenting these papers, in the abstract, with some preliminary analysis and comment. They bring up timely questions and should be considered carefully by every manufacturer and central station salesman. For the writers of all three papers are representative men who believe heartily in the inherent possibilities of the electric vehicle and the electric vehicle load. They have presented the situation as they see it, clearly and strongly, and they have issued a direct challenge to electric vehicle men to look the situation squarely in the face, and apply normal intelligence to it.

Mr. Witherby emphasizes the following points in his paper:—

That the biggest piece of real business in every community is the transportation of persons and merchandise. At least 50 per cent of all tonnage can be hauled cheaper by electric vehicles than by horses or gasoline machines.

That the current for charging electric vehicles represents the best off-peak business to be obtained.

That in 60 per cent of cases the central station man will not help to push the electric vehicle himself, nor will he use it in his business.

That thousands of vehicles are now in use, but the manufacturers' salesmen have sold them, not the central stations, who have given no practical help or cooperation.

That the live merchant, the big express companies, the entire brewery industry, have been convinced of the merits of the electric vehicle. But the central station man has yet to be shown the light of day.

In justice to the central station, it should be told here that this paper was criticised at Chicago as being an exaggerated statement of the case. However, Mr. Witherby stoutly stood by his guns.

Mr. Davenport criticises the manufacturer this wise:—

That in point both of high production, low price, and service, the gasoline car manufacturer sets the pace for the electric vehicle manufacturer, but the latter does not follow it.

That the trend of gasoline car prices is constantly downward, while that of electric car prices is constantly upward. The typical 1913 electric sells for \$2,250, yet there is no good reason why the price of a standard electric should exceed \$1,250.

That the vehicle man clamors for lower rates from the central station. But fair price and profit, good service and real co-operation from the manufacturer would bring that "fair rate."

That manufacturers fall down on the selling end in various ways. Salesmen are called upon to cover too much territory, and they are not properly equipped to give practical data and demonstrations to prospects. Advertising methods are faulty, and little or no service is provided after the car is sold.

Mr. Wallis, in his paper, aims to show how the two branches could equitably divide the work of the approach and the sale, and the service to the customer after the sale is made. This paper should be read for its constructive suggestion regarding much that was criticised in the other two papers.

## The Central Station's Greatest Opportunity The Electric Vehicle

*A Paper read before the N. E. L. A. Commercial Section in Convention at Chicago*

BY EDWIN E. WITHERBY  
General Vehicle Company, Chicago, Ill.

The biggest piece of real business in every man's community is the transportation of persons and merchandise and at least 50 per cent of all the tonnage that you see every day can be hauled cheaper by electric vehicles than it can be done by horses or gasoline machines.

The pleasure car salesman has a hard up-hill job to convince the man or woman who wants a simple and elegant vehicle for personal use, to buy an electric. The electric truck salesman has a hard job to influence the merchant or warehouseman in the purchase of electric commercial vehicles, when the officers and superintendents of the electric company are all driving around in gas cars and are using horses and gas trucks for the work of the central stations. And, let me emphasize the fact that this is not an idle statement; on the other hand, it is the usual condition, I am sorry to say. Now, I am not taking every central station man to task on this—there are a few who realize the opportunity and are honestly trying to help the electric vehicle and in this way help themselves for a big record of increase in business and their stockholders to dividends; but the small percentage of the whole who are helping is what hurts us all,—I honestly believe they total less than ten per cent of all central station men.

High class engineers have for years worked to produce apparatus that will give great

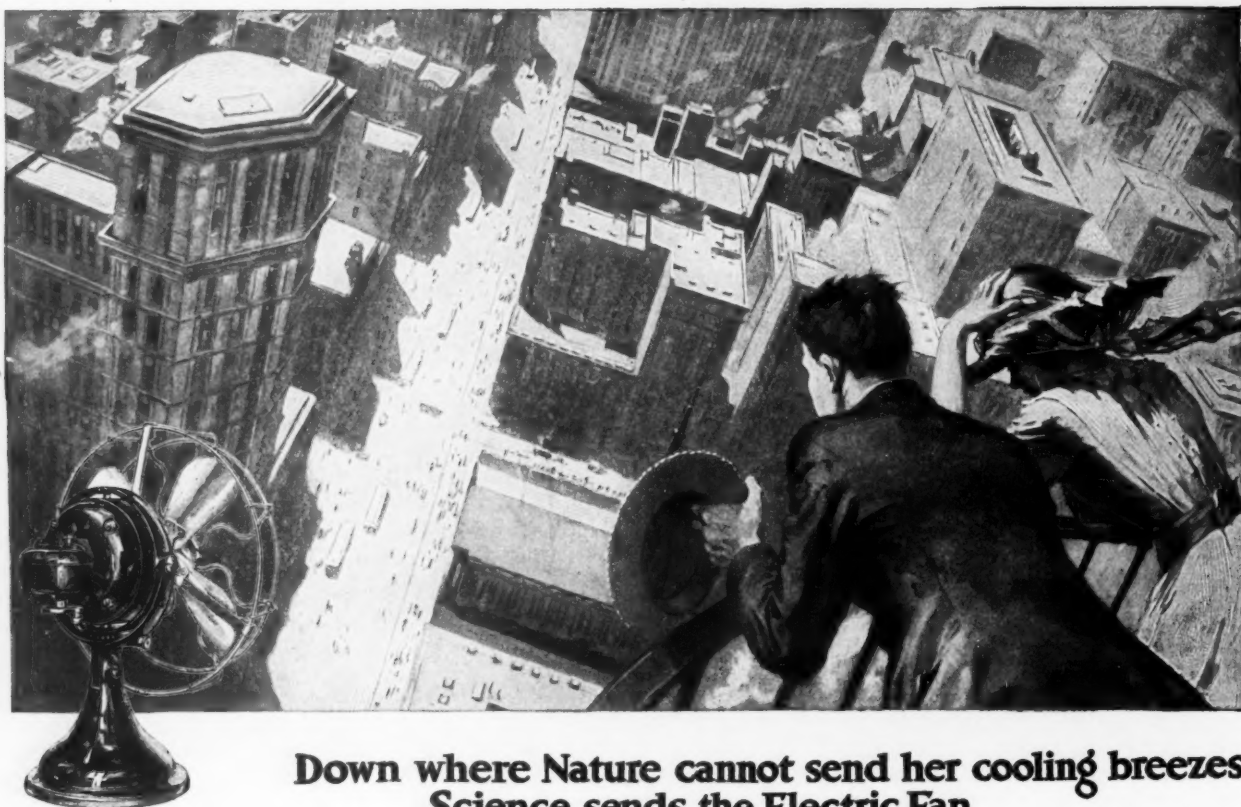
economies. This is more true in the electric field than any other class of engineering and they have accomplished something, but the greatest economy has been brought about not so much by change in design as by larger units and better load-factor. In the old days, electric stations operated from dusk in the afternoon until one a. m., or perhaps until daylight, with a load-factor of 5 to 6 per cent. A little later we ran our plants twenty-four hours a day, and with a combined railroad and lighting plant we had a load-factor of perhaps 25 per cent and sold current at 20 cents a kwh. Now the universal power in small establishments is the electric motor. Domestic appliances are everywhere. Our generating units have gone from 37½ and 50 kw. to 15,000 or 20,000 kw. and now we are soon to see one of 30,000 kw. installed in the city of Chicago. Load-factor is being improved constantly. We are all looking for the ideal 100 per cent and our chances are good,—but how? Most of our power motors are cutting out about five or six p. m. and starting at seven or eight a. m. Our regular residence and commercial load is off the lines by midnight (except in New York); but we cannot turn night into day everywhere and we cannot expect to see the time when all factories will work nights as well as days, for men will not do it. What we must get is a load from ten, eleven and twelve o'clock at night until seven in the morning, and the electric vehicle is the one thing to do it and give the load necessary to flatten out the load curve.

The electric vehicle salesman has convinced thousands of ladies that the electric pleasure car is what they want—the central station man did not do it—and thousands of these vehicles are in use today and are here to stay. The electric truck salesman has convinced hundreds of up-to-date merchants and manufacturing companies. The result is that thousands of electric trucks are in daily use and they work every workday. These salesmen have increased the revenue of electric light and power companies thousands of dollars annually. Now what co-operation and help do we get from the average central station man? I say, emphatically, not a particle. We thank our lucky stars there are some exceptions and the exceptions are the ones that are now getting the greatest return for their help and assistance given when we needed it most.

In the city of Chicago there were in use Nov., 1910, 80 electric commercial trucks; Nov., 1911, 150 electric commercial trucks; Apr., 1912, 263 electric commercial trucks; Nov., 1912, 365 electric commercial trucks; Jan., 1913, 523 electric commercial trucks; May, 1913, 647 electric commercial trucks. And, as the saying is, "that's going some," and the live combinations in this city are hoping for a thousand by December 31, 1913. While some of us are working for trucks all the time, some others are just as hard at work on pleasure cars. While the pleasure car is exceedingly popular with the ladies, the business man is putting it to a broader use to meet his requirements around the city, for the electric is the only real practical car for city use.

Some ten years ago, I was the owner of a couple of electric cars, a runabout and a surrey, and being a central station man, supposed I should know all about them because they were electric. I had a lot to

This Trade Mark The Guarantee of Excellence on Goods Electrical.



**Down where Nature cannot send her cooling breezes  
Science sends the Electric Fan**

This illustration and head line begin the fifth chapter of our "Use Electricity" campaign to the readers of the Saturday Evening Post and other magazines. It will appear in the issue of July 5th.

The hot weather advantages of electric service are emphasized by word and picture. In addition to featuring the many uses of G-E Fans in office and home, the advertisement describes the summer uses of G-E Flatirons, Percolators, Toasters, etc., and the way these devices can be operated in conjunction with Edison Mazda Lamps.

This July chapter of an advertising campaign reaching millions of readers monthly is but another example of the continuous co-operation enjoyed by all G-E agents and dealers.

## General Electric Company

Atlanta, Ga.  
Baltimore, Md.  
Birmingham, Ala.  
Boise, Idaho  
Boston, Mass.  
Buffalo, N. Y.  
Butte, Mont.  
Charleston, W. Va.  
Charlotte, N. C.  
Chattanooga, Tenn.  
Chicago, Ill.  
Cincinnati, Ohio

Cleveland, Ohio  
Columbus, Ohio  
Davenport, Ia.  
Dayton, Ohio  
Denver, Colo.  
Detroit, Mich.  
(Off. of Agt.)  
Elmira, N. Y.  
Erie, Pa.  
Indianapolis, Ind.  
Jacksonville, Fla.  
Joplin, Mo.

**Largest Electrical Manufacturer in the World**  
**General Office, Schenectady, N. Y.**

ADDRESS NEAREST OFFICE

Kansas City, Mo.  
Keokuk, Ia.  
Knoxville, Tenn.  
Los Angeles, Cal.



Louisville, Ky.  
Macon, Ill.  
Memphis, Tenn.  
Milwaukee, Wis.

Minneapolis, Minn.  
Nashville, Tenn.  
New Haven, Conn.  
New Orleans, La.  
New York, N. Y.  
Omaha, Neb.  
Philadelphia, Pa.  
Pittsburg, Pa.  
Portland, Ore.  
Providence, R. I.  
Richmond, Va.  
Rochester, N. Y.

Salt Lake City, Utah  
San Francisco, Cal.  
St. Louis, Mo.  
Schenectady, N. Y.  
Seattle, Wash.  
Spokane, Wash.  
Springfield, Mass.  
Syracuse, N. Y.  
Toledo, Ohio  
Washington, D. C.  
Youngstown, Ohio

For Texas, Oklahoma, and Arizona business refer to Southwest General Electric Company (formerly Hobson Electric Co.) Dallas, El Paso, Houston and Oklahoma City  
For Canadian business refer to Canadian General Electric Company, Ltd., Toronto, Ont.

4293



The Trade Mark of the Largest Electrical Manufacturer in The World.



learn and it was expensive. Current for charging cost 15 cents per kwh. at first, and later 12 cents, and today, in most places, you pay 10 cents, if you keep your car at home. But in Chicago, in public garages, you pay from 2 to 6 cents, depending on quantity.

Chicago electric interests have been in favor of electric vehicles for years and are using them to the exclusion of other types of vehicles. Boston has always been a strong advocate. Philadelphia and St. Louis have pushed the electric vehicle constantly, and recently the New York Edison Company has come very strongly to the front in pushing the electric vehicle, and today in New York City we have nearly 3,000 electric trucks.

The big express companies, the American, Adams, Wells Fargo and others, after a try-out of gasoline versus electric cars, go in strongly for the electric car for city service, and it is no experiment with the express companies. Extensive investigation and careful checking of results, were what determined the final decision. In five years there will be thousands of electric trucks in this one service. Now, tell me, why should the electric light and power man hesitate as he is doing at this time?

Some of the largest fleets are in the brewery interests, one brewery in New York having 112 electric trucks of large capacity—all of one manufacture, and the breweries have not gone into this in a wholesale way without a try-out. They have taken years to test it out. The result is that a representative of one of the largest breweries in New York made a public statement at the Brewers' Congress in Boston, Mass., October, 1912, that the electric trucks were saving his company over \$80,000 per annum in delivery service.

The electric light company in New York did not sell the brewery company that lot of trucks. It was a matter of indifference to them at the beginning, but not so now. Today the electric light company is on the job every minute, and employs some of the brightest brains and business talent in the country to push the sale and use of electric trucks and pleasure vehicles.

Now, if this is good business for New York, Chicago, Boston, Philadelphia, St. Louis, and some of the larger cities, why is it not equally important to every one of you who manage or who are responsible for a generating plant and really interested in its success?

Wherever you find a Doherty company you will find every man on the job pushing electric vehicles and, what is best of all, *this company is using them at every point.* That organization practices what it preaches. I wish all of you were as consistent.

Hartford, Conn., has also become an agent for a prominent truck and is selling current by the can, as it were, on a flat mileage rate and apparently it is a big success.

We could go on and mention a number of others but that is not the point I am aiming at. What I want you all to realize is that I am directly after the manager, the "New Business Man," the chap who is actually responsible for the sale of current of every company in this great country of ours. I wonder if the managers of all operating companies realize that the new business man, the real business getter, is more responsible for reducing costs and increasing revenue than the engineer at the plant in 75 per cent of the operating companies of today.

It is easy to figure what flatirons, cooking and heating appliances and many other things are going to do to help our load-factor. Motors for power, while long hour business,

lap over and increase peak and in a great many cases increase investment charges, but current for charging electric vehicles is off-peak business.

Because I was in the operating end for over twenty years is the reason I am now reading this paper. I feel that I can see both sides of the question and I know that more than 60 per cent of the men in charge of properties will not do the first thing to help push the electric vehicle. I know of one place where an express company installed some electric trucks but in a few months had to take them away and send them to some other city, because they could not get anyone in the city to take care of them properly, yet the electric light and power company in that city is supposed to be up to date in every way. I might add that this company uses gas cars for their own work.

Only last week one of our salesmen wrote from a good-sized city in Ohio as follows: "Mr. W., secretary and treasurer of this company, recently bought a gas truck. He said he had heard a lot about electric trucks but they had been afraid to install the same, thinking the electric railway, light and power company would have electric cars if they were economical and reliable." Gentlemen, this is the example over again. Practice what you preach.

Some of our central station men say that the electric truck is too heavy and will not do their work, that it takes too much power to move itself; they do not stop to check up that a 5-ton electric truck, with an up-to-date battery, will weigh less than a 5-ton standard make gas truck, but it is a fact. That same man will approve of an electric pleasure car that is so built and arranged that it is only carrying one pound of load for every eight to ten pounds of vehicle, while he will hesitate to use or advocate the lighter capacity electric trucks where we have one pound of load for every four pounds of vehicle; and on the 5-ton electric truck we just about balance a pound of load for a pound of complete vehicle, so when we come to real efficiency, we excel in the larger capacities. And 5-ton trucks will use current on an average, if worked to full capacity of load and mileage, 900 kwh. per month or 10,800 kwh. per annum, or in round figures \$450.00 to \$500.00 per annum current cost. Now, suppose you have one hundred 5-ton trucks in your city at \$500.00 per annum, that means \$50,000.00 added to off-peak business without a dollar of increase in investment, no more for labor or depreciation, only added cost of coal, water and oil. This, I believe, proves what I have said at the start. You are overlooking the one best and biggest thing that it is possible to get.

When the time arrives that it is impossible for a central station manager to see a wagon load of merchandise passing on the street without mentally translating the impression into terms of dollars and cents of revenue from off-peak load, then he will get busy on promoting electric vehicle activities. At the present time most of you are traveling in the rut of old methods and this business is going by you in streams every day without suggesting to you that it is and should be your business.

In 1910, the railways transported, exclusive of duplication, 1,026,491,782 tons.

It would be interesting to know just what percentage of the total tonnage was of necessity hauled to and from freight terminals, possibly 25 per cent of it was trucked twice, perhaps four times, between the point of original shipment and ultimate destination.

Suppose you should translate these possi-

ble ton miles of truck hauling into terms of kwh. and then into dollars of revenue? The amount would seem like a dream, but it is a possibility and it is slowly but surely coming. Now, let us all try to get some of that revenue while we are here, not leave all of it to the future generation.

The electric vehicle salesman or the manufacturing company he is working for cannot do it all. We have convinced the live merchant, the big express companies, the entire brewery industry, but the average Central station man is still to be shown the light of day.

## Constructive Criticism of the Electric Vehicle

*A Paper read before the Electric Vehicle Association of America in Convention at Boston*

By E. R. DAVENPORT  
Sales Manager, Narragansett Electric Lighting Co.,  
Providence, R. I.

It is unfortunate, in a sense, that most of the electric vehicle manufacturers to-day are in a healthy condition, because on account of this it is very difficult to get them to do some things that should be done. Many of them claim that their plants are operating 20 hours a day; that their buildings cover many acres; that their business is expanding tremendously, and, after having been worked up to the point of expecting great things, you find that their output is but two or three trucks a day. Because of their large capitalizations, big overhead charges, and small production, a large fixed charge has to be made on each vehicle. To this amount must be added the manufacturing cost and legitimate profit. Therefore, it is easily seen why the prices of electric trucks and pleasure cars are what they are.

Why should an electric roadster increase in price year after year even with increased production?

Looking back over the past 10 years we recall a little electric runabout built by one of the largest vehicle concerns in the country, which sold for \$850. This car was equipped with a 24-cell battery, a motor of liberal size, made about 15 miles an hour, and under favorable circumstances, could make 30 to 40 miles on a charge. There was nothing especially cheap about this vehicle. It was well painted and upholstered, and I believe that a large number of them were sold at that time. The lowest priced runabout manufactured by the same concern to-day costs \$2,250.

This same car sold in 1911 for \$1,750. Only very slight improvements have been made since that time. Are we to expect that in 1914 this car will be sold for \$2,500? And in 1915 for \$2,750?

Let us take the case of the manufacturer of the gasoline car who, we will say, sold his product in 1911 for \$1,750; in 1912 he would have reduced his price on the same roadster to \$1,500, and might also give \$100 worth of equipment free; and in 1913 he would build the same car, furnish an electric starter and lighting outfit, and, possibly, reduce the price further. During the three years his production would probably have increased from 200 cars the first year to 500 cars the second, and perhaps 1,500 cars the third. Now, gentlemen, as a matter of fact, electric vehicle manufacturers are doing exactly the opposite.

There seems to be no very good reason why an electric roadster should cost over \$1,250. No electric pleasure car manufacturer makes his own battery plates, and only a few assemble these plates. All of these batteries may be purchased from the

battery manufacturers complete and ready for use at a price ranging from \$350 to \$450 according to their size, and from this price there is considerable discount. An electric vehicle motor suitable for a roadster can be purchased for \$115. And the controller is equally inexpensive. Even the bodies do not represent a great deal of money and in many cases they are purchased from a body builder who makes nothing else. The frames are purchased from factories who make a specialty of building them, and in practically every case the axles are furnished likewise. The electric vehicle is, in almost every case, an assembled car. After adding together the value of all its component parts we arrive at a cost which does not justify a high selling price.

Considering these facts it does not seem that central stations are unreasonable if they ask that the high selling prices be reduced. I am convinced that the price of electric runabouts must be greatly reduced before they can become as popular as the modern gasoline car.

#### Salesmanship.

It is rather amusing to note that practically all of the vehicle manufacturers have sold express companies. This seems to be the stock selling argument among the trade.

We have known of salesmen to approach a customer somewhat in this manner: "I would like to leave with you this beautiful hand-painted catalogue which is not given to everyone because they cost us 50 cents to print. When you have time you might find it interesting to look through this catalogue. I also have some photographs that I carry around to show such interested persons as yourself. Now these electric cars are great things and I am quite sure you could use one in your business." And then he tells the story about the express companies. The customer asks, "Where can I see one of these machines?" The agent will reply, "In Boston the Blank Company is using three of them and in Portland there is another one." But in answer to a customer's question he states that he owns no demonstrating car and therefore cannot exhibit one.

While I do not wish to take the position that a salesman should beg a customer who is only slightly interested in any kind of a vehicle to receive a demonstration of his particular car, nevertheless I believe that an agent who is covering the entire New England territory should own at least one demonstrating car and should be willing to show that he can do the customer's work in case the man is in the market for either a pleasure car or a truck. Only in this way can the customer determine as to the fitness of the vehicle for his proposition.

In the gasoline end of the business there does not seem to be any question as to the advisability of making demonstrations. In fact it seems to be a universal policy among all gasoline truck dealers to demonstrate, while, on the other hand, with the electric vehicle dealers, it seems to be a big question in their minds as to whether they should or not.

In a city like our own where there are only a few up-to-date electric trucks it is quite essential that we have something to show a customer and with which to prove that we can climb the hills and do the mileage that he requires in his business.

Many electric truck agencies work at a disadvantage in their efforts to convert customers to an electric truck due to the fact that their salesmen are more familiar with a gasoline car. The salesman's know-

ledge of the principles of electric motors and batteries is, in many cases, very small. This condition was especially noticeable at the recent Boston Electric Show.

We have all felt the result of your trying to obtain business on a basis of this kind. One of our customers, really anxious to purchase an electric coupe, made two trips to Boston, and after talking with various salesmen, returned to our city and invested in a gasoline car. He believed that he should have an electric coupe, but he was unable to obtain any satisfactory information from the various salesmen regarding the mileage which he might expect from this or that make of car.

Another salesman called at our office and asked to be introduced to some prospect; we learned to our sorrow the salesman's lack of knowledge about electric trucks. He did not even know the price of the truck he was selling. He quoted \$3,100 on a car, the price of which was \$2,800.

Some months ago we requested a vehicle representative to call on one of our prospects. After a delay of three weeks and after many letters had been written by us to the vehicle company, their representative called, handing us our letters and asking what we desired. It so developed that this man had never sold electric before in his life, was a gasoline car salesman, and probably hardly knew an electric when he saw one on the street. Is there any question about the matter of increased production with any such sales efficiency as this?

If you manufacturers will take each and every one of your salesmen in hand and equip them with the necessary knowledge, together with lessons on salesmanship, you undoubtedly can increase your production.

#### Advertising.

I would like to make a suggestion relative to the publicity work carried on by this association and the magazines.

I have been informed on good authority that the advertising of the electric vehicle association has produced a large number of inquiries from prospective customers who have asked for various kinds of data and information. And the association has made no provision to take care of the inquiries from their advertising campaign. They simply turn the names over to all companies with the result that the prospect receives 57 varieties of catalogue, each manufacturer stating that his is the best, etc. Upon receipt by the prospect of any such deluge of literature a man who was at all interested would certainly be obliged to delay action for three months or more to give him time to straighten the matter out to his satisfaction.

It is entirely the fault of the vehicle manufacturers that the public looks upon the electric vehicle as exorbitant in price. Without giving thought they have jumped into the same class of advertising that the gasoline cars have revealed in, confining their advertisements to pretty pictures of pretty girls stepping out of pretty cars into pretty flower beds, and never telling them how much it costs to run a car and why it is a practical family utility.

In their commercial car advertising, instead of sticking to facts and figures and telling what the various cars are doing for the various people, it is all technical talk and words. Their printed matter bespeaks expenditure. They use nothing but the heaviest coated paper, the most ornate

## Profit By Our Success In WILMINGTON, DEL.

Wilmington is a semi-southern city with a large factory population, with countless small homes and stores that would not use electric light. We sent our men and connected up over 800 of these accounts for the Wilmington & Philadelphia Traction Co.

These small consumers are *paying business*. The Excess Indicator makes them so.

They are satisfied customers. The controlled flat rate keeps them so.

We can just as easily connect up the hundreds of small homes and stores in *your* city that now pay you nothing. What we have done in Wilmington we can do for you. And at the same time, your gains in meter customers *will increase* too.

The Excess Indicator has proven itself in cities big and little, north, south, east and west. Let us show you the figures and testimonials.

### EXCESS INDICATOR COMPANY

Westinghouse Bldg.

Pittsburgh, Pa.



printing and two colored pictures. The public knows that the public pays. In talking the electric vehicle the manufacturers talk negative arguments. They assert that the electric *will* run up hills; that it is a practical car. They are working on the defense a great part of the time.

What the public wants is data. They want experience data. They want information that they can prove and suggestions that talk the language of their own business. They want service in every stage of the game.

#### Service.

Up to the present time we have never been able to ascertain exactly what constitutes the service the agent or the manufacturer should provide. In fact in only a few cases have we found that they provide any service at all. It is not unusual for an agent to sell an electric car in our territory and, after delivering the machine and showing the family how it should be driven, and perhaps giving one example of how it should be charged, leave the car to its own destruction.

In one particular case, after the agent had sold the car, it was necessary for our vehicle man to make 10 calls to inform the customer about matters that should have been explained by the salesman, such as the use of distilled water, hydrometer, etc.

At a later date the customer reported one of his battery jars leaking and stated that the agent's representative had told him that we would be willing to replace this leaking jar. This, of course, could hardly be expected of us when you consider that the agent's profit was perhaps \$500, as compared with the central station's gross income of \$60 to \$70 a year from that car.

In another case a customer reported that

one of the cells in his car was leaking. The car had been in use only four weeks, and, although this is only a small matter and only a slight expense to the customer, yet it is one that should be taken care of by the agent who sells the car.

Another customer purchased a coupe and during the past two or three months in which it has been used it has been necessary for our vehicle man to make a number of calls. Only at our suggestion did the customer buy a hydrometer, syringe, distilled water, and a thermometer. All of these articles should have been sold to him by the salesman and properly explained. As a matter of fact the salesman in this particular case did not even know the proper charging rate for this particular car.

We have known of cases where your representatives have advised customers to use Providence city water in the battery cells. This water is absolutely unfit for this purpose. Conditions of this kind should be ascertained before the customer is advised.

There are three parties vitally interested in the success of the electric vehicle. First the manufacturer. If his electric truck should fail, due to lack of care in keeping up any of its component parts, it would, of course, react against the further sale of such machines. The manufacturer, however, is not directly interested in the sale. The customer comes chiefly into contact with the agent representing the manufacturer. The agent's profit on the electric or commercial car costing \$2,500 is 20 per cent, or \$500. Assuming that it cost 10 per cent to make a sale, this leaves the agent only 10 per cent of the selling price, or \$250, as a net profit on the amount of money

which he has invested and as a fund with which he may furnish the customer service. For this reason the agent does not feel that he can furnish the kind of service that the customer and the central station believe he should provide. As a rule the agent considers that a portion of the burden of giving this service should be shared by the manufacturer. How much of this expense does the average manufacturer assume, or is he willing to assume?

The battery manufacturer's interest in the car is probably as great as that of any of the manufacturers of the different component parts of the car. While the value of his battery may not be more than 20 per cent of the total cost of the vehicle, yet with the various types of lead batteries, neglect and improper charging have been the cause of many failures in the past. The battery manufacturer will, as a rule, furnish as good service as the profit will permit. Most of the manufacturers have battery men who travel throughout the territory over which their batteries have been sold, whose duty it is to see their various customers and to keep sufficiently in touch with them to prevent their product from getting into disfavor. These service men cannot hope to reach the retail customer owning but one battery and give him the attention which he requires.

The various central stations in whose territory the electric vehicles are sold are naturally interested in their success, and most central stations would be willing to do anything reasonable to promote this business.

When a vehicle man comes to a central station to talk cooperation the usual thing he speaks about is lower rates. He blames the whole trouble on the fact that the central station won't give a low rate. He overlooks the fact that if he gave service and real cooperation the central station would be inclined to reduce the rate. Also it does not occur to him that the high price of electric is caused mostly by extravagant methods which require a large margin to provide for the waste. If he would get together with the central station and turn out cars at a fair profit and a fair price and provide a good service, the central station would be quick enough to give a fair rate and then practical cooperation would be profitable to both.

We sell electric charging current in Providence at rates which in many cases will not permit us to give much service and still retain any profit from this class of business.

I believe that our low rates should encourage business in the territory served by our company and we hope that the manufacturers can get together on some mutual ground on which the battery manufacturer, the vehicle manufacturer, the agent and the central station would each assume its fair and just proportion of the cost of providing the kind of service which will make this business a success.

## The Practical Fixture for Contractors and Central Stations



### Sechrist Patent Electroliers

Easy to sell—attractive. Easy to buy—right price. Easy to get—from your jobber

Sold East of the Mississippi River by

ELECTRIC APPLIANCE COMPANY  
Chicago, Dallas, New Orleans, San Francisco

PETTINGELL-ANDREWS COMPANY  
Boston

H. C. ROBERTS ELECTRIC SUPPLY CO.  
Philadelphia, Syracuse, N. Y.

SOUTHERN ELECTRIC COMPANY  
Baltimore, Md.

STANLEY AND PATTERSON  
New York

UNION ELECTRIC COMPANY  
Pittsburgh

Sold West of Mississippi River by

**The Albert Sechrist Manufacturing Company**  
Denver

### Central Station Service for the Owners of Electric Cars

*A Paper read before the Electric Vehicle Association of America in convention at Boston*

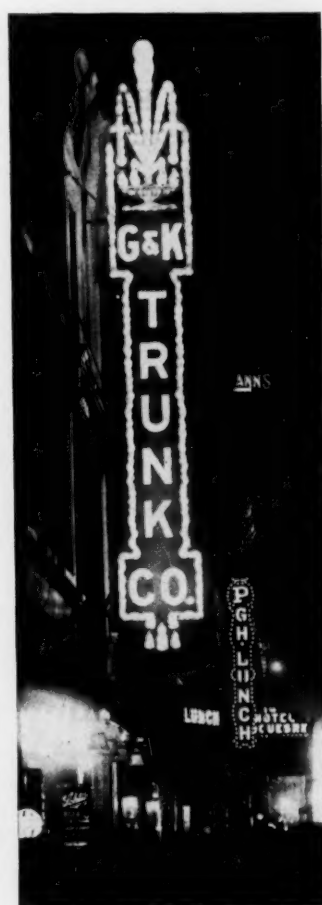
By L. R. WALLIS  
Sales Manager Edison Electric Illuminating Company, Boston

From an electric motor car standpoint the interests and responsibilities of the manufacturer and central station are very closely allied and it becomes difficult to differentiate between the character of service that each should render, as in many instances each interest stands ready to



Among the most effective types of signs are those in which the goods and the trade-mark are prominent. The above picture shows an effective sign of this type designed for a prominent national advertiser. The same designers are at your service.

An effective electric sign is that which has individuality — character — personality. This example is one of the very large number of specially designed A. & W. signs which have been erected throughout the country.



The flowing fountain makes one of the most effective and adaptable designs for mercantile signs. The A. & W. Company has made a large number of signs of this type, all of which have proven exceptionally successful in service.

# A. & W. ELECTRIC SIGNS and specially designed MOVING ATTRACTIONS

## The A. & W. Electric Sign Company

CLEVELAND

Manufacturers

OHIO



# NOTICE

## In the United States District Court Northern District of Ohio Eastern Division

The O. J. Gude Company  
of New York  
Complainant

vs.

The A. & W. Electric Sign Company  
Defendant

In Equity  
No. 106

### From Memorandum Opinion

This suit is based on the patent to Alcock, No. 648,677, issued May 1, 1900, on an application filed July 7, 1899.

The claims of the patent are as follows:

1. In an illuminated advertising device, the combination with the representation of a figure in several attitudes or positions which would be successively taken up by the figure in making a given movement, electric lamps arranged on a number of circuits and one or more of which is common to two or more attitudes or positions of the figure and others of which are only lighted up when the figure is shown in one of its several attitudes or positions and a switch controlling the lamp circuits, the movable contact of which will complete each of several of the circuits in consecutive order, and approximately simultaneously with the breaking of each preceding circuit, as set forth.
2. In an advertising device, the combination of several groups of electric incandescent lamps so arranged on several circuits as to form or illuminate the outline of a design or figure, or portions thereof, in different attitudes some of said groups being common to two or more attitudes with switching mechanism, by the operation of which the group of lamps on one circuit are switched off simultaneously, or nearly simultaneously, with the switching on of the circuit of the succeeding group of lamps thereby making the design or figure appear to assume different attitudes, substantially as described.

I am of the opinion that the patent is valid, that it has been infringed by the defendant. A decree may be drawn in conformity to this memorandum and an order entered in accordance with the prayer of the bill of complaint.

WILLIAM L. DAY, Judge.

Cleveland, Ohio, May 28, 1913.

This patent covers the type of moving signs shown in accompanying photographs which have made the "Great White Way" famous throughout the world.

More than 200,000 transients representing every section of the Globe visit New York every day and to them the electrical displays along Broadway are one of the great sights of the metropolis.

All famous Europeans, notably Arnold Bennett, Pierre Loti, etc., have marveled at the electrical display on the "Great White Way" and complimented these signs in their writings. This advertising is local, national and international in its effect.

Unlicensed users of this patent will be rigidly prosecuted.

**The O. J. Gude Co., N.Y.**

220 West 42d Street



offer the electric car user service along practically the same line. If a distinct line were to be drawn between the service to be rendered by the manufacturer and the central station, it would appear to be equitable to make the division on the basis of instruction and supervision of that portion of the equipment supplied by each.

The selling agent of the manufacturer should seek out the prospect, bestow upon him the necessary time and attention and provide him with full information concerning his product; he should study his conditions, and requirements in order to convince first himself and then the prospect whether or not the electric will satisfactorily perform the service required. If the results of the investigation are favorable to the electric, he should put forward his best efforts to effect a sale. The central station should then be notified of the sale with full information as to name, address, type of machine, size of battery, etc. This is important in order that the central station may study the situation from its standpoint and be ready with service by the time the car arrives.

On the arrival of the car the manufacturer's agent should instruct the owner or his driver to a full understanding of its construction, the most effective and efficient operation of the machine, the care necessary for its most successful performance, and familiarize him with the care and charging of the battery necessary for its maximum life and mileage. He should provide regular inspections and arrange for speedy delivery of repair and renewal parts in case of necessity.

The central station on being advised of the sale of a car should at once get in touch with the purchaser for the purpose of learning his requirements and advise the best methods of caring for and charging his car either at a public garage or his own charging station. In case of the latter, the lines should be run and the service installed. The central station should be in a position to recommend the best charging apparatus for his specific need and render assistance, if desired, in producing and installing it in the customer's premises. The electric company should also provide instruction in the best methods of using such apparatus and the most economical manner of using the current. Regular inspection of the electrical apparatus should also be made to insure constant service, safety and satisfactory performance.

The central station should establish a rate for charging current which, while profitable to itself, should be low enough to meet the requirements of battery charging, realizing that this branch of its business requires service during the period of its valley load.

The central station can well afford, through advertising and publicity, to educate the minds of the public along the lines of the superiority and advantages of the electric and thus augment the increased sales of the agent, and he in turn can easily increase the business of the central station by friendly advice to the purchaser and wisely designed sales.

The central station can render valuable service to the manufacturer as well as the user by maintaining a department of vehicle and battery engineering, whose function it is to bring the prospect and agent together for their mutual benefit and to safeguard the interests of each after the sale has been consummated.

Another important feature of service which should be undertaken by the central station is the purchase and use of electric vehicles of both types, in its own transpor-

tation, to an extent warranted by the size of the company and character of its business. In this manner only can the central station obtain the data necessary to intelligently foster the interests of its customer.

It is the province of the central station either to establish public charging stations under its own auspices or use its influence to induce others in its territory to open electric garages or add electric charging apparatus in an already established garage. It is essential that public charging stations be available to provide boosts and render maintenance service when called upon to do so.

As a step in the right direction in anticipation of a more satisfactory arrangement, facilities should be arranged at the main power station where electrics may be charged at any time during the twenty-four hours.

The subject of a public electric garage is one of the utmost importance during the introductory period of the electric vehicle, for without such an institution the agent finds it very difficult to interest his prospects, and even if a sale is made, the owner passes through a very discouraging period of experimentation on account of the superficial knowledge possessed by those directly in charge of the machine.

In an increasing number of instances central stations have deemed it expedient to maintain public electric garages either in connection with their own fleets or under independent management at another location where owners may receive expert care and advice and where they may feel free to come in cases of unsatisfactory performance and unknown difficulties. There are few central stations of moderate size who cannot provide some such an arrangement and it will be found that the agents will center their efforts on the territories which

have been made possible in this manner.

There will probably be a wide difference of opinion as to the natural division of responsibility between the manufacturer and central station, but we must not lose sight of the fact that the two interests are in partnership for the purpose of supplying the maximum of service to the user with the minimum amount of friction between themselves.

Service must be rendered—by whom the user is but slightly concerned—and if each factor in the business is willing to do just a little more than he considers his share no one need have any misgivings as to the future of the electric vehicle.

It is hardly necessary to say that the above papers are of the strong, frank, straight-from-the-shoulder variety, yet there is nothing venomous in their content. Rather, the spirit back of them is the laudable one to set in motion, within the industry, methods of production, pricing, service and cooperation that will help to put the electric vehicle where it belongs—at the top of the heap. The points in all the papers are sharply made, and driven home by numerous "bad examples" and by comparison with the more finished methods of the rival gasoline car industry.

The interested reader therefore should take the papers, particularly the one that bears on his side of the case, not in a spirit of antagonism, but as something by which to check up his own practice. It may prove a mighty good way to uncover any chance weak spots; again it may help the reader to bring his business methods up to the point where he will obtain the utmost possible good from the electric vehicle opportunity.

## Pride Keeps Many Signs Off Your Lines



LOTS of merchants in your town won't buy electric signs because they can't afford a big lamp letter sign—and they won't own a cheap looking sign.

Show THEM the FLEXLUME Sign and they will buy. Moderate in price. Cost of operation within the reach of all.

One lamp behind each letter. A reflector behind each lamp. Prismatic glass letters. The light shines through, clear and sparkling. A perfect night and day sign.

The quality and character of FLEXLUME signs satisfies the man who is too proud to buy the cheap and shoddy. The low cost sells him a big sign instead of a little one. Here's the key to sign business you have never been able to reach. We will help you get it.

Send for Our Proposition Today.

## THE FLEXLUME SIGN CO.,

BUFFALO, N. Y.

746 First National Bank Bldg.,  
Chicago, Ill.

St. Catharines, Ont.

1112 West Sixteenth Street  
Los Angeles, Cal.



# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

JULY, 1913

## CHOOSE THE GENTLE WEAPON

Here is a story—not brand new—but worth remembering. And the best part of it is the fact that it is true.

Some several years ago, down in the city of Tucson, Arizona, the Tucson Gas, Electric Light and Power Company installed several large gas holders on a property located not far from the residential section in which the best homes of Tucson are gathered. In spite of the fact that the new gas holders were not unduly conspicuous as they were placed, there was considerable feeling against them. They were not popular.

Before long, some inventive genius advanced the theory that the gas works would most assuredly destroy all vegetation in the vicinity and that the trees in the best home streets would surely wither and die. This fitted the popular prejudice and in the name of many prominent citizens a suit was instituted against the gas company. It came to trial and the company's legal forces obtained a postponement. More postponements followed. Finally came the trial and the jury was drawn and the plaintiffs presented their case. The defense invited judge and jury to step into waiting conveyances and visit the offending gas holders to make a careful inspection and take a careful smell for escaping gas.

They adjourned to the gas works to find the big holders literally covered with a luxuriant growth of "Morning Glories" twining all over the structures and blooming in profusion. "Gentlemen," said the Company's lawyer, "If these morning glories can live and prosper here your distant trees are surely in no danger." And the court, jury and plaintiffs agreed that it must be so.

Manager F. E. Russell was the man who conceived and chose the gentle weapon that did more than win the case. There was far more than a question of facts involved; there was a matter of prejudice and a danger of loss of friendship. The problem was not in the proving by expert testimony that the air was not being poisoned by the presence of the gas holders, but rather in removing from the public mind that mistaken belief that the men behind the gas and electric company were unfair and unneighborly. The lawyers and experts could have won the suit; but not

the friends. Mr. Russell had to do that part of it.

The ingeniousness of his little surprise party is, of course, the first thing that strikes us. It is refreshing, in its clever originality. But go deeper and see what a gracious thing it was to do. It was all the difference between saying sternly to your accuser—"No, You're wrong and here's the proof"—and going to him man-to-man with a friendly smile and saying—"Why, Bless your Heart! Old Man, we're not that kind of people. Besides—we want to make our place just as beautiful as you do. Just look at our morning glories and look at our trees. We would never allow them to be ruined." And Mr. Russell has gone ahead and made good and today his gas works is a garden spot, a mass of vines and shrubs and blossoms. There are flower beds ever in bloom. And the people of Tucson take their guests out to the gas works gardens and tell them the story of the morning glories and laugh.

It isn't enough to have right and might on your side, when the public doesn't understand; you must act like a good neighbor. Choose the gentle weapon.

## PROFITABLE HARMONY

The sales manager for one of the big central stations telephoned the other day, to the sales manager of the leading department store in that city and the following conversation ensued—

"Hello, Jackson. This is Blank. What appliances are you going to advertise in the Sunday papers?"

"Chafing dishes," was the answer.

"How much?"—the central station man asked.

Jackson told him the price.

"All right,"—was the response, "I'll advertise the same thing. Will you add a toaster at three-fifty?"

"Sure," said the department store man, "You're on."

And all the Sunday papers in that city that week carried prominent ads in which both the electric company and the leading department store featured special sales of electric chafing dishes and toasters at the same price. And two ads are better than one.

There has been a good deal of talk about the department store as a factor in the appliance market. It has seemed to many central station sales managers that the department store could never be depended upon to maintain the proper standard of quality necessary to protect the fair name of electricity in the home. It has been feared that the appeal of a bargain would prevail. It has been felt that too much technical information is required of the man or woman who sells electrical devices to the public to ever make it a practical line for the department store if the customer is to be properly served and satisfied.

The incident related above seems to indicate that a satisfactory solution is being found through the simple expedient of getting acquainted and working in profitable

harmony. The ethics of the modern department store and the ethics of the modern central station are founded on the same basic principles of commercialism. They are both in business to make money and they are both in business for next year as well as this; they win success or failure entirely on their ability to make and retain good friends. The selling of electric household devices offers no new problems to the experienced general merchant. The sewing machine has to be explained to the purchaser, or it will not give satisfaction. It is harder to teach a woman how to put an ice cream freezer together than to show her the way to connect up an electric chafing dish. No successful department store sells unreliable goods of any kind.

When the salesmanager of the central station and the sales manager of the department store get acquainted personally and go to work together to help each other build up more demand for electric household appliances, it always develops that the department store is a pretty good salesman after all.

## POT AND KETTLE

When the pot and kettle call each other black there is only one effective thing they can really do to relieve the strained situation and that is to get some hot water and cleansing powder and go to work. All of which is suggested by the papers on the electric vehicle situation reprinted elsewhere in this issue. But these papers recently presented before the Chicago and Boston conventions in the endeavor to focus attention on the conditions now existing in the electric vehicle industry, should not be lightly dubbed "pot and kettle repartee;" they are serious and honest efforts on the part of two able men, now on opposite sides of the fence, to find a way to tear that fence down. Perhaps the third and concluding paper carries the right suggestions.

Here we have first, the frank opinion of an electric vehicle manufacturer setting forth the shortcomings of the central stations; second, the statement of a central station sales manager outlining what he considers the weak spots in the vehicle manufacturers' methods; and third, the recommendations of another central station man, who analyzes the interrelationship of the three factors in the field—manufacturers, agent, and central station. It makes thoughtful reading.

It is doubtful if there are any live central station men today who question the vehicle future. That future has been drawing near pretty rapidly. But there is much difference of opinion, much dissatisfaction as to prevailing methods of development. Isn't this a pretty good time to go after the hot water bucket and the soap powder? If all hands will go to hunting black and scrubbing it away, it won't last long.

Sooner or later the vehicle manufacturer, the local agent and the central station must decide who does what.

### Appreciation Plus

*A Story of a Gold Watch and a Man by the Name of Smith*

By W. E. BAYARD

A column article appeared the other day in the *Oil City (Pa.) Derrick* announcing that a gold watch had been presented to one Roy S. Smith by the members of the Oil City Chamber of Commerce. Mr. Smith was the secretary of the Chamber and the occasion was his leaving Oil City, where he has been busy for the last six months. Behind this



Roy S. Smith

little story lie some interesting facts, for Mr. Smith was also the commercial spark or the local central station.

Along the latter part of last year, Roy S. Smith gave up newspaper work in Elmira, N. Y., in which he had been engaged for a number of years, and joined the staff of Day & Zimmerman of Philadelphia to undertake the direction of their general commercial

policy for the numerous electric and gas properties operated by them. The central station man naturally feels that his business is "different", that an outsider can't come in and make good without a long period of training. As to technical details it is even so, but as to principles of friend-winning and business-building, Mr. Smith's recent experience in Oil City is illuminating.

The Citizens Light & Power Company of Oil City needed commercial stimulation and Mr. Smith was sent to the ground to accomplish it; the details of the methods he employed and the success these methods realized are not a part of this particular story: it is sufficient to mention that a new display room was installed, more and better advertising was inserted in the local press, new salesmen and saleswomen were added to the force, and all dead wood was dropped in the river. Also a great opportunity came at the time of the spring floods.

Oil City, in its business district, was deeply submerged and all gas was turned off. Since most cooking is done in Oil City by natural gas, this created a situation. The Citizens Light & Power Company procured every electric heating and cooking device that it could lay its hands on and distributed the apparatus to the needy. The hotel was full and all food was cooked on electric ranges and hot plates. To Smith, as a newspaper man, this flood looked like an opportunity to make friends and he took advantage of it.

But one of the first things undertaken was the rejuvenation of the Oil City Chamber of Commerce. As soon as he had become acquainted, Mr. Smith went to work to create a boom, and make the Chamber of Commerce the "instrument of applied optimism." The Oil City business men responded to his methods and made Smith

secretary of the Chamber. Apparently he was a man who did things and the man for the place.

But the end of six months saw the Oil City Company making big gains in new business secured by a smooth running sales force, and Mr. Smith resigned his active work for the Chamber of Commerce, preparatory to returning to Philadelphia and his broader field. As the *Derrick* expressed it,

"One of the many pleasant demonstrations of the friendship and mutual esteem which the work of organizing the Oil City Chamber of Commerce has aroused in the hearts of the co-workers took place at 8 o'clock Tuesday evening, when two dozen members of the committees who were closely associated with the secretary, Roy S. Smith, in the activities, presented him with a splendid watch as a token of their confidence, esteem and appreciation of his able work."

The watch was appropriately inscribed.

And this story is told not so much as an appreciation of Mr. Roy S. Smith, as an opportunity to cite and illustrate the never changing fact that in any community, north, south, east or west, if the central station is not prospering and making friends it is for want of a man, who like Smith in Oil City, will go to work to win a success not from the town but with the town, by stimulation and neighborly cooperation.

### New President for G. E. Co.

E. W. Rice, Jr., former vice-president of the company, was chosen to succeed C. A. Coffin, resigned, as president of the General Electric Company at a meeting of the board of directors held June 13. Mr. Coffin was elected chairman of the board of directors at the same meeting. President-elect Rice is a man of large and varied experience in the electrical field, with great technical capacity and fertility as an inventor. More than 100 patents have been granted him.

In 1880, Mr. Rice began his electrical career with the American Electric Company at New Britain, Conn. as assistant to Professor Elihu Thomson. He was appointed manager of the Thomson-Houston Electric Company plant at Lynn, Mass., in 1885, and when in 1892 this concern was merged into the General Electric Company, Mr. Rice was appointed technical director. In 1896, he became third vice-president of the company in charge of all its technical and manufacturing departments, eventually becoming senior vice-president.

### Wilbur F. Davidson

The recent death of Wilbur F. Davidson, a capitalist of Port Huron, Mich., recalls a life of distinguished service in the electrical field. Mr. Davidson installed the first electric lighting plant in Port Huron in 1883 and later organized the Port Huron Light and Power Company which, under his management, grew to be one of the best equipped and most modern electric light and power plants in the country. Mr. Davidson also spent a large share of his time since 1885 in the general contracting for and building of electric light and power plants and electric railroads.

Mr. Wilbur F. Davidson was the father of another well-known central station man, Mr. James E. Davidson, general manager of the Pacific Power and Light Company's properties in Oregon and Washington, and President of the North Western Electric Association.

### Thomas F. Kelly

Thomas F. Kelly, sales manager of the Dayton Power & Light Company, has been appointed to the publicity committee of the Dayton Chamber of Commerce.

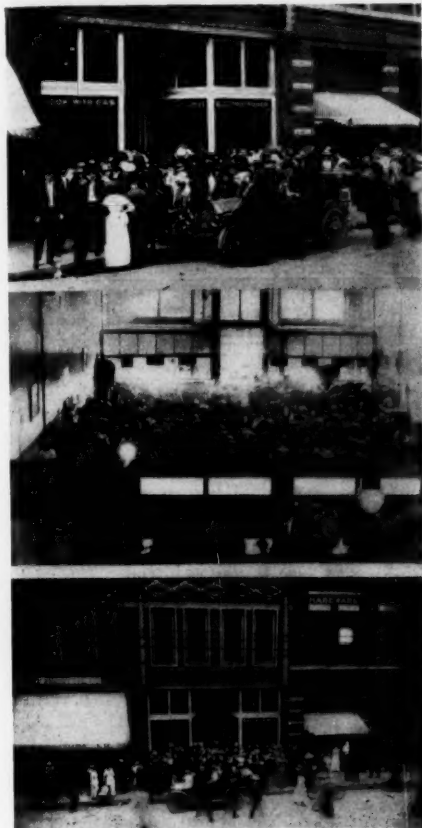


**Independent Foundry Company**  
Portland, Oregon



### Demonstration in Bristol Draws Big Crowds

The Bristol (Tenn.) Gas & Electric Co. recently gave a demonstration of electric appliances in its salesrooms. A large crowd (the pictures show how large) attended, and the event was a big success both from the standpoint of the public and the central station. Adequate newspaper advertising



This shows the size and eagerness of the crowd that attended the appliance show of the Bristol (Tenn.) Gas & Electric Company.

and stickers on Company bills put the people of Bristol in the proper anticipatory mood. An added incentive towards bringing the attendance up to the proper mark was the giving of a coupon to each woman who presented herself at the exhibition. The holder of the lucky coupon received a percolator.

Of course, there is nothing new about these appliance shows. All their machinery, from the preliminary newspaper announcement to the "lucky" coupon, have been used and used until it seems as if they couldn't draw the crowds any longer. However, the Bristol case brings up the point that it would be a big mistake entirely to abandon such demonstrations on the score that they have been featured a good deal, for there are many central stations in this country that never have demonstrated electric devices in this fashion.

The big eager crowds, which the pictures show flocked to the Bristol demonstration, are evidence that in hundreds of similar towns, the idea would be as genuine a novelty. Such keen interest, of course, could only lead to permanent sales benefit to the central station manager shrewd enough to realize the comparative newness and usefulness of the project for his town.

#### Another Byllesby Appliance Campaign

Following up the good work of last December, 19 of the Byllesby properties recently held a ten-day electric appliance campaign which resulted in the sale of 847 flatirons and 835 other appliances, including table stoves, vacuum cleaners, electric grills, and percolators.



### Drying Samples on the Toaster

By F. P. SAFFORD

The Denver Gas and Electric Light Co.,  
Denver, Colo.

A mining engineer of my acquaintance who has a small testing laboratory in one of the office buildings in this city has been utilizing the steam radiator in his office for the purpose of drying samples.

Since the return of Spring, when the steam heat in the building was turned off, he had been at a loss as to how to dry his samples quickly. Finally, he solved the problem by purchasing a small electric toaster stove, and he finds that it does the work more satisfactorily and in far less time than the former method of using the radiator.

There are many other situations where laboratory and testing work is going on and it pays to watch out for them.

### Mr. Wilson, not Mr. Wakeman

At the annual meeting of the Society for Electrical Development held June 2, Hugh M. Wilson was elected director at large for three years. In the account of this meeting, appearing in the June issue of *Electrical Merchandise*, James M. Wakeman was inadvertently named instead of Mr. Wilson for this directorship.

### Hartford Co. Renews Tungsten Lamps Free

The Hartford (Conn.) Electric Light Company has adopted the broad-gauge plan of giving free renewals of tungsten lamps in sizes of 60, 100, 250, 400 and 500 watts, but with the restriction that there shall be one renewal per socket per year. For 40-watt lamps, a charge of 20 cents each is made, and 40 cents for 25-watt lamps.

### B. J. Denman

B. J. Denman is the new assistant general manager of the United Light & Railways Company, with headquarters at Davenport, Iowa.

# CONLON

## Home Laundry Machine

The CONLON is a compact, silent, shaft-driven electric washer of the reversing cylinder type.

The CONLON is practical for women to operate. Every gear and mechanism is encased so that the operator **cannot** come in contact with any moving parts.

The CONLON is mechanically perfect. There are no cam wheels, bell cranks, eccentrics, dog and ratchet, star wheels, sliding clutches or any of the other "trouble makers." The cylinder of the washer is automatically reversed by an absolutely new mechanical movement having few parts—none breakable.

The CONLON will satisfy both you and your customers.

Put a CONLON in your Electric Shop. You will find it easy to sell—easy to install—easy to operate—easy to pay for—and it **stays sold**. For prices and discounts write

**Conlon Electric Washer Company**  
Carroll Ave. and May Street  
**CHICAGO**

## Manufacturers' Cooperation

[Under this heading will appear from time to time, accounts of what the manufacturers throughout the electrical industry are doing to help in the retailing of current and appliances. Too many central station men and contractors view these efforts of the manufacturers, if not with suspicion, at least with indifference. This is the wrong attitude. The manufacturers, naturally and rightly, are interested in selling their wares, just as you are interested in selling yours, but as a general thing their propositions are made in a broad spirit of cooperation and with the view to developing the industry as a whole. Every such offer of cooperation is an opportunity. Don't worry about what the manufacturer gets out of it: look at it with a microscope to see what there may be in it for you. Fifty times out of every forty-nine, you'll find a profit for your till in the manufacturers' cooperation.—Editor.]

### Lighting up the Billboards

Billboards, today, are a big factor in most national advertising campaigns. They are to be found in immense numbers in every town and city in the Union, and there is no logical reason why they should not be illuminated by night. Many of them could be converted into spectacular displays of the highest order, for the national advertiser is paying more and more attention to the original and artistic sides of this medium, and is perfectly willing to be shown new ways to increase the value and sightliness of the boards he uses. Illumination by night would do all this, and open up a new and broad avenue of current consumption for central stations everywhere into the bargain. It isn't that there are no illuminated billboards at all; of course there are many of them; the significant fact is that, on the whole, this big, nation-wide and profitable opportunity has been overlooked by the lighting companies, while in places even where it has been recognized and embraced nowhere near the same time and study has been applied to billboard illumination as to the electric sign. The difference between the two opportunities is not so great that this should be so.

Now, it is one thing to point to the chance, quite another to point the way to realize it. However, in his article, "Making Posters Spectacular by Night," which was published in a recent issue of *Bill Poster*, Oliver D. Ziegler, vice-president of the Reynolds Flasher Company of Chicago, has done that for us. He points out that there are nine varieties of decorative lighting effects available for use in illuminated billboards: flames of fire, revolving globes, traveling borders, crawling chasers, lighting streaks in all their phases, arrows and rockets, winding and unwinding discs, curley cues, and flashing colors. They offer opportunities to the designer to denote the high quality of standard products of national advertisers in a way that the best unlighted billboard could not do, to bring new display variety and artistic beauty into this much-maligned advertising medium, and to make it a far greater revenue producer than ever.

Looking at the matter from the opposite angle, the central stations need only to set a clear exposition of the possibilities of billboard illumination before the parties interested to get the business in pretty easy fashion and to the great benefit of their late lighting load.

To quote Mr. Ziegler:

"In one of the larger cities of the country there was a board located opposite the railroad station. You could not arrive in or depart from the city without running into the board. It was always in demand, the space being quite extraordinary in its value. Then the plant owner reconstructed the

board of steel. He set the board back from the building line and planted a little garden in front of it. The board was paneled with dull glass columns, transparent pillars, and it had an ornament in the center with artistically curved strip lighting. It is a blaze of light and color, and now the revenue from the board is four times greater than it was before, even after all the expenses of the upkeep are paid, and national advertisers are waiting in line for their turn to occupy the coveted space."

The dollar-and-cents element is clearly wrapped up in this pithy example, and something more. It contains an effective salve for a certain kind of antagonistic public sentiment. We refer to that phase of "Watch and Ward" activity which has been directed against the billboards because of their so-called unsightly qualities. Now why wouldn't the universalization of the illuminated billboard be the most effective way to hush the outcry of public-improve-

ment societies against what every national advertiser recognizes is a most valuable advertising medium?

This device can be made not only a strong factor in the better lighting of the "Town Beautiful," and at little or no direct expense to the town, but the billboard would automatically become a more sightly object by day—a thing of real artistic worth and novel design more in keeping with the probable worth of the product it advertises and better to match the spectacular electric effects by night. For after all, the aesthetic

## Sign Transformers



You cannot buy better at any price

They are right all the time

No SIGN TRANSFORMER will give you better service or more satisfied customers than

**PEERLESS**

THE ENTERPRISE ELECTRIC CO.  
WARREN, OHIO

## Increase Your Current Consumption During the Long Days of Summer with the

### THOR ELECTRIC Home Laundry Machine

It will educate your customers to the value of current-consuming household devices—sell them a Thor first and other appliances will rapidly follow.

Washes clothes spotlessly clean without rubbing or any hand work. Saves 60% of the wear on clothes and saves time and lots of hard labor. Will wash one lot of clothes and wring another lot at the same time.

The "Thor" stays sold. We will send you one to place in the home of any responsible party for

**15 DAYS FREE TRIAL**

Unless it is perfectly satisfactory it can be returned to us. We furnish you the same co-operative selling help that has enabled our dealers to sell

**OVER 60,000 MACHINES**

Ask for full particulars today.



Equipped with two-roll reversible wringer

## HURLEY MACHINE COMPANY

CHICAGO, Cor. Clinton and Monroe Sts.

LOS ANGELES, 3rd and Main Sts.

NEW YORK, 1010 Flatiron Building

SAN FRANCISCO, 523 Mission St.



societies do not desire to eliminate the billboards so much as they want to beautify them, and they surely would have no quarrel with any movement that would make for a marked improvement in their aesthetic

and when once the installation is complete, it is good for years.

"The cost of burning one hundred ten-watt lamps continually, on a basis of eight cents per kw. hour, is approximately \$9.60

to the other, the lighting expense would then equal one hundred lamps; although two hundred lamps are in the design, but half that number only would be burning at any one time—a saving of exactly half the current.

"Flaming torches would be a striking attraction, as also streaks of lightning in various forms, rockets, arrows, revolving globes, sunrise and sunset, waterfalls, and moving effects without number. They are all inexpensively installed and operated.

"There are other ways of improving a board by the use of electric sign letters and painted glass transparencies; they are very desirable for local advertisers who want a standard heading the year round, or for months at a time. The name of the theater can be in electric letters and the lower part of the board reserved for poster, which is changed weekly or daily.

"Glass transparencies might also be used to advantage in installations of this kind where only the poster is changed, but the trade-mark or name remains the same. A trade-mark or name can be in glass transparency with lights shining through and illuminating it, and the same trade-mark or name used for consecutive advertisements. To relieve the monotony, lamps of various colors could be placed back of the transparency and the same flashed in colors, first white, then red, then green, then red, then white, and so on, with an endless number of changes and effects, at a saving of sixty-six and two-thirds per cent in lighting cost.

"The electric sign letters can be flashed either on and off, spelling out letter after letter, in a wave, twinkling, or in colors. Color effects can be obtained by using colored glass lamp hoods, which can be purchased at a comparatively small cost, and once on the lamp the expense is ended. The hoods slip over lamps easily and can be used many times over and are more satisfactory than dip and far cheaper than natural-colored globes.

"Most plants have their sheet-metal and electrical departments and are in shape to do this work at a minimum cost, and those not able to do this can buy ordinary strip lighting, which is standard, at a small cost.

"It can be seen from the foregoing suggestions that the possibilities of illuminating the boards are endless. There seems to be no reason why the letters of the imprints should not be of glass, for the plant owner would be advertising his own business trade-mark, and dealing in advertising. Of course he believes in taking his own medicine, even at night-time."

Summarizing briefly, the billboard industry is a tremendous one, and from both the artistic and advertising standpoint, illumination would vastly improve the medium, particularly as it would make the boards readable by night as well as by day. And the cost would be reasonable. From every point of view, the illuminated poster offers the central station a prolific field for vastly increasing its late lighting load, and one that as yet has been only lightly grasped. The only answer is—go after the business hard. The billboard parties and the national advertisers who use this medium will be willing listeners enough. The Reynolds Electric Flasher Manufacturing Company, for one, is willing to do its part to get the business. But the central station must cooperate. And why not, considering how much easier it would be for both to get this extensive business together?



A distinctive billboard installation. The two end boards certainly convey more of the spirit of the theatre when lighted this way.

quality. Furthermore, the expense is not prohibitive.

Quoting Mr. Ziegler again:

"A fleur-de-lis ornament and top border, with one hundred sockets, can be built and

per month. By the use of a speed flasher the cost of operation is cut twenty-five per cent. An on-and-off flasher reduces the cost of operation fifty per cent; other effects requiring different types of flashers



Another type of billboard illumination. Simple, but strong and attractive.

wired at a cost not to exceed \$25.00; a suitable flasher with weather-proof cabinet, to be mounted at the back of the board, costs approximately \$24.00; the wiring, connections, and other work, about \$5.00 more,

effect a saving all the way from thirty to sixty per cent.

"Double rows of sockets can be put in, and one row of red and another row of green lamps installed, and flashing from one color

## Something New in RECO FLASHERS

Fully inclosed in cast-iron cabinet, completely equipped—ready to install.

Cabinet type (See Bulletin No. 24)

### Reco Natural Colored Lamp Hoods

Easily Put On—Securely Held in Place



### All Colors—All Sizes

Better than any dip, and cheaper in the end.

A practical solution of the color problem.



## REYNOLDS

ELECTRIC FLASHER MFG. CO.

Largest Manufacturers of Flashers in the World.

Also Manufacturers of Billboard Reflectors, Transformers, Time Clocks, Window Displays, Etc.

617-631 W. Jackson Blvd., Chicago

1123 Broadway, New York

### "American Beauty" Folder

The folder entitled "American Electric Ironing," just received from the American Electrical Heater Company of Detroit, Mich., adds to the constantly expanding volume of manufacturers' cooperative publications. It not only presents a number of illustrated talking points relative to the "American Beauty" electric iron in handy form for the salesman, but it also gives him, here and there, numerous practical and pertinent selling hints to apply to the day's work.

The folder places the "American Beauty" iron in the salesman's two hands, shows him how to take it apart and how to make effective selling talk along with the process.

One of the illustrations suggests how the salesman can effectively demonstrate the weight, shape and balance of the iron by holding a ruler or straightedge under the middle of the handle and lifting the iron.

A second illustration shows the salesman how to demonstrate that the heat is all concentrated on the bottom of the iron. He holds the iron upside down before the prospect, and turns the current on. Thus he can give her practical proof, right before her eyes, that although the ironing surface is hot enough for work, the upper portion of the iron is cool enough to be held in the hand. All the while, the salesman talks the economy of this heat concentration, with the additional facts that the heat is evenly distributed, that there is always plenty of heat, and that continuously efficient work therefore can be done.

A third illustration tells the salesman how to talk the heat-regulation factor. The interested housekeeper is shown how simple it is to remove and attach the plug at the

rear of the iron; how it cuts off the heat or turns it on; how it allows the iron to be maintained at any temperature.

Another set of illustrations demonstrate the detachable plug, which allows the user to take the cord entirely off the iron when it is in the way on such work as requires that the iron be turned or twisted a great deal; that there is a metal support for the plug when it is placed in position at the rear of the iron; that a heat insulating stand comes with the iron, which protects the surface, on which the stand rests, from scorching.

A number of other illustrations suggest how the demonstrator can talk the details of construction and their whys and wherefores, while there are a host of unillustrated, but equally valuable, selling arguments that the outside American "Beauty" agent could profitably use on the firing line.

The American Electrical Heater Company's plan is a well defined attempt to increase the selling efficiency of what might be termed the manufacturer's outside sales force—everybody outside the concern who sells the American "Beauty" iron—and it suggests the day when the outside sales force of every electrical manufacturer, of any standing at all, will devote, within the bounds of reason, as much personal attention, or what corresponds to personal attention, to the training of the "outside" as to the training of the "inside" sales force.

### The Lauffer Book on Resuscitation

On November 18, 1912, Dr. Charles Lauffer, medical director of the Westinghouse Company, read a paper before the Philadelphia Electric Company Section of the National Electric Association on the

very timely topic of "Resuscitation." This paper has been reprinted in handy book form by the Westinghouse Company. It describes in detail the Prone Pressure or Schafer method of resuscitation which has been adopted by the National Electric Light Association. It is a plain, interesting explanation of the cause and treatment of accidents from flash and burn to the eyes and skin, of contact burns; the theory of electrical shock, and resuscitation; minor surgery and first aid; and the effects of occupation on health. This book has a practical value much needed in the industry, and the Westinghouse Company in reprinting and distributing it has rendered a distinct service, another contribution to the manufacturers' cooperation, available to every central station.

### Flexlume Cooperation

The Flexlume Sign Company, Inc., attributes much of its success to its close cooperative work with the central stations. In towns of from five thousand to ten thousand inhabitants, its policy is to deal with the central stations direct. In the larger cities, its agents and the central stations work together to win the town. The manufacturers offer central stations and dealers a liberal discount, which of course is a move towards closer harmony. The Flexlume Company also furnishes samples, and where the central stations show themselves willing to push the sale of Flexlume signs, they are loaned books of nicely mounted photographs, which help the customer much more readily than mere words to understand the proposition.

When the central station gets the prospect interested to that point where he begins to picture to himself a future sign over the front of his store, the sign manufacturers furnish a colored sketch of the proposed sign, and in every way, do their utmost to give the customer all possible information about the kind of sign he should install. The Flexlume signs have long-burning and low-maintenance features that make them popular among certain classes of customers. Not only this, but the Flexlume cooperative policy has made these signs a profitable proposition for central stations in many sections of the country.

### The Small Motor Opportunity

We have previously demonstrated in this column the cooperative value of the General Electric Company's periodical, "The Electric Advertiser." The latest issue deserves special mention since it is literally crammed with suggestive and instructive matter on a real theme of the hour—the small electric motor opportunity.

It is a theme that has been touched upon all too lightly as far as the average central station is concerned, for the small electric motor offers to the countless lesser industrial plants of this country measurable value in power-, labor- and money-saving. The central station sales manager or salesman, with ambition enough to inform himself with regard to the wide variety of small motor applications—and apply that information—can forge for himself a good, big opportunity.

The General Electric Company is clearly one concern that has realized the importance of placing this theme before the central station salesman in such form that he readily will see and make use of the opportunity back of it. The economy of electric power, the flexibility of the small motor system, the small motor solution of the servant and household drudgery problems—all these vital



Patents Granted and Pending

## BETTS FLASHERS

are used, WITHOUT EXCEPTION, by Every

## Large Sign Manufacturer in the United States

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JULY 1913                      "CURRENT EVENTS"                      No. 13

En route to the N. E. L. A. Convention early in June, I called on some of our customers. One of them said:

"Mr. \_\_\_\_\_ of the \_\_\_\_\_ FLASHER CO., was in to see me a few days ago. He was telling us why they did not use the Kilark Picup Block and your Kilark Flipoff, etc. After he got all through I asked him to tell me all about his machine."

That salesman ought to draw salary from us.

JAMES H. BETTS



Style A

**COLOR CAPS.**

Patented 1905-1912

**USERS, BEWARE!**

A "Tale" has been going "the rounds" that the Color Caps suit is off. Don't be misled. It is on the court calendar. It won't be "settled." It will be tried. U. S. laws will protect holders of valid patents. Ours are VALID. Users of infringing caps will be held to account.



Style B

## BETTS & BETTS

Largest Manufacturers of Flashers, Electric Clocks and Sign Accessories in the World.

254 West 55th Street (on the Subway), New York, U. S. A.

Code word, "Bettsonia." W. U., Lieber's and Private Code used.



matters covered in the "Advertiser"—are thrown on the screen before the central station reader's eyes. The publication is plentifully besprinkled with sterling small motor advertisements, electros for which are supplied to central stations.

### Interchangeable Electric Signs

Interchangeable electric sign letters manufactured under the Walser patent are described in a special bulletin just issued by the A. & W. Electric Sign Company. The new unit has two particularly notable features. The sectional monogram units are so designed that any letter or figure can be made without taking the sign down, rewiring or

gives practically unlimited scope for the use of this type of sign.

As will be seen from the picture these units make excellent signs for day reading as well as at night. The letters are 16 inches high and run ten lamps to the letters H, G, S, E, etc., making a particularly legible unit.

### Three Westinghouse Motor Appliances

The Westinghouse Electrical & Manufacturing Company are featuring three motor-driven devices that are meeting many needs of the hour. The small motor-driven refrigerating plant is one of them. It opposes the new idea of mechanical refrigeration to the wastefulness and uncertainty of ice-

the car needing service, and therefore has a number of obvious advantages. It is a carefully constructed, air-tight machine that is always ready for instant use.



4-unit A & W Sign showing Changeable Letters

rebuilding. The change is effected by slipping into place a face plate carrying the desired letter or figure and the lamps are instantly connected by merely pushing special clip spring receptacles through the holes in the face-plate. These plates, or "letter sheets," as the manufacturer describes them, are made with both groove and flush type letters and figures. The other interesting feature is the fact that the top and bottom panels connecting the monogrammed units are removable, so that by unloosening three bolts any unilluminated panels can be taken off or additional panels added, as desired, without affecting the good appearance of the sign.

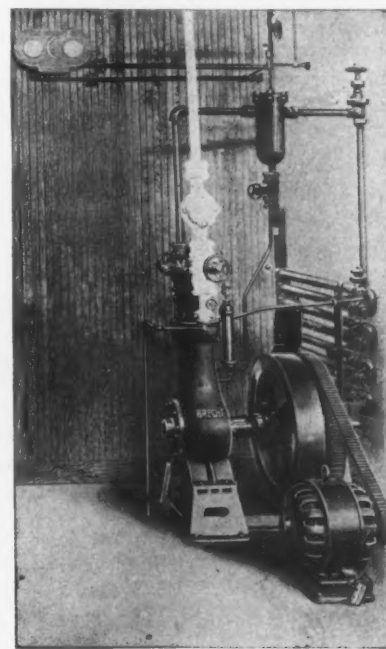
The simplicity of the Walser unit will commend it widely to merchants who desire to change their signs to keep the announcements seasonable. They are particularly adaptable, of course, to the use of theatres where announcements change frequently. As shown by the illustration herewith the changes may be made without the use of tools, the entire operation consisting of pulling out the special receptacles containing the lamps, sliding the letter sheets out of their grooves, sliding in the desired change in letter sheets and reinserting the receptacles. The manufacturer estimates that it requires not over two minutes to change any letter.

The units can be installed in a special background, or with attractive border design or in any combination obtainable in regular electric signs.

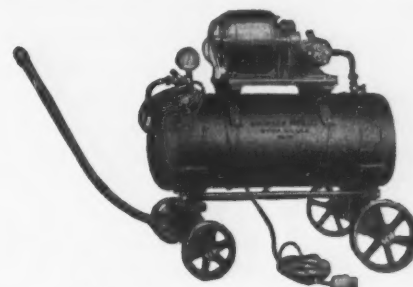
They are made in units that can be assembled into vertical signs as well as horizontal, and the monograms are made in both double and single face units. This

cooling. This Westinghouse device supplies dry cold of any desired degree in very small units that are easily controlled. The outfit finds many buyers among butchers, grocers, dairymen, hotels, restaurants, public institutions, large residences, ice cream plants, industrial plants and florists.

The portable motor-driven tire pump is a device that is of direct help to automobile and garage owners. It can be brought to

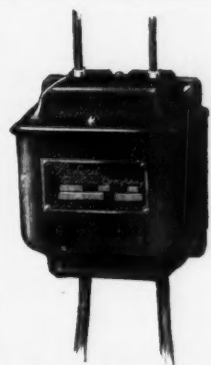


Westinghouse small motor driven refrigerating plant



Portable motor-driven tire pump.

Another Westinghouse product of undoubted value is the Sirocco blower driven by the Westinghouse General Utility Motor. When this outfit is mounted on a stand directly over a steam radiator, it makes an ideal ventilating system for the office, delivering fresh, but warmed, air to every part of the building.



## Packard TRANSFORMERS

Have been leaders since pioneer days

and

### PACKARD INSULATION

Including Insulating Cloth, Tapes and Varnishes

Explains Why They Lead.

Several new bulletins. Get on our mailing list.

THE PACKARD ELECTRIC CO.,  
342 Dana Avenue, Warren, Ohio



(Concluded from page 195)

Attractive Window Exhibit At Electric Company's Office

Light Company Adds New Department

Electric Sign Designer In City to Aid Merchants

Light and Water Co. Gives Christmas Tree

Simple Explanations of Electric Facts

Light Company Erecting Sign and Decorations For Convention

Athens to be Advertised Over Entire United States

Will Distribute Part of Earnings

One Bill Hereafter From Light Company

Annual Banquet of Gas and Electric Employees

"Courtesy Cards" Posted By Light and Power Co.

Doherty's Rise From Poverty to Millions

Electrical Society Offers Prize For Slogan

Electric Night to be a Great Celebration

Twenty-five Hundred Electric Lights On Single Building

What Electricity Has Contributed to the Development of the City

Electric Company's New Building One of the Finest In the City

Now cast your eye over this list. This kind of newspaper heading does harm and costs money:

Lighting Monopoly Corrupt Influence

Out for a Light Company's Scalp

Indignation Over Electric Light Bill is Growing

Municipal Lighting Plant Drives Rival to Bankruptcy

Power Company Comes in For Usual Censure

Competition Halves Rates in Newton Falls

Light Company on the Grill

Electric Company Cannot Furnish Light Economically

Still Fighting Light Company, Says Committee

Complaints That Annoy People with Contracts

Vital Facts in People's War on the Electric Company

Competition is the only Way to Lower Lighting Rates

There are many more in the pile, in every case a bit of news that has seemed interesting to the reporter and has been used by the editor because he believed that the public was entitled to the information. Once arouse the interest and sympathy of the newspaper men and there is no end to the material available for interesting stories about electricity and the central station. For instance:—

Suggest a series of human interest stories called "Tales of Electric Current." Take the reporter down to the station and show him all the inner workings. Have a stenographer along to note it all down as you tell about—"The Coal Pile and the Stack," how the coal is weighed and analyzed and the gases and ash measured. Tell him about "The Generator Room that Never Rests"—and about the load curve and what it means at the station—and about the transmission system and what winter storms do. There is a series of human interest stories here that will appeal to any newspaper man just as soon as his eyes are opened to the facts.

The public would be interested in the story of:—

How the central station prepares for the future growth in population—

How the insurance underwriters and the central station have united to guard against fire risks—

How the electrical industry has banded together in united effort to reduce the cost of using electricity by increasing efficiency—

How the modern science of illumination is guarding the fast failing eyesight of the nation—

How electric power is conserving human labor and increasing production to sustain the population—

How the electrical vehicle is decreasing delivery costs and solving the problem of traffic congestion.

Just as soon as the trained newspaper business to understand the central station business and become a bit enthusiastic about the work that is being done in the name of good service, he will see innumerable suggestions for legitimate stories like these. The public utility will take its rightful place as a subject of general interest to all—a good place to hunt for news. And when the newspaper reporter is your friend, the little events of the day's work will bring you constant and appreciative publicity that will bring a benefit unbuyable.

When the line gang is out reinforcing poles there will be a story in it.—

When some consumer blows out his fuse through some small-boy-business there will be a story in it that will warn other householders.—

When the company makes a hurry-up connection in case of sickness, it will be mentioned with words of praise.—

The activities of the pulmotor squad will be constantly before the public, to your great benefit.

Day after day, week after week, month after month, and year after year, things are happening within the industry and within your own plant and organization that interest you and every live employee of your company. Seventy-five per cent of these doings would be interesting news to the public, too, if they were told simply, clearly and with a little enthusiasm. And there are press reporters in every city ready to do the telling.

And what will it cost the central station for all this free advertising?

—The price is small.

Win the personal respect, esteem and friendship of the men of the press.

—And the way is easy.

The prosperity of the newspaper and the central station depends alike on popular approval and support, and on the thriving development of the community. Likewise the newspaper and the central station can be and should make themselves the two strongest local stimulants to that civic growth.

Let the newspaper man and the central station man go to work for each other and their common interests.



### A Popular Window Display

By A. H. SIKES,  
New Business Department, Athens (Ga.) Railway & Electric Co.

We recently borrowed an idle job press and installed it in our window equipped with an electric motor. At noon time, one of the printer boys came in, put on a white uniform, printed souvenir cards of our electric sign and distributed them free of charge. This window feature proved to be good advertising, for the cards were in big demand, hence got wide circulation.

A second display that took well was an electrically driven machine for sharpening razor blades. It was the centerpiece of a window electric flatiron display. It drew the crowd, and helped us to sell seventy irons in one week. Incidentally, we received the earnings of the machine, amounting to fourteen dollars.

### Lighting the Way for the Fire Laddies

The Edison Electric Illuminating Company of Boston and the selectmen of Lexington, Mass., have made an arrangement whereby the fire department of that historic town will have a real daylight route anytime it responds to the fire alarm between 1 o'clock in the morning and dawn. The plan is that when the fire bell rings between these hours, the company will turn on all the street lights for the benefit of the fire laddies. In case of fire, the Edison Company will be notified by the police department.

David Daly

David Daly, manager of the Houston Company, has been appointed manager of the Galveston-Houston Electric Railway Company.

**At Home  
At the Office  
In Any Place**

**of Business**

**BENJAMIN  
PLUG CLUSTER**

is a great convenience because it gives you two outlets where you have had but one, doubling the capacity of your sockets by doing the work of two. You may attach any other electrical appliance that you wish and burn your lamp at the same time. It requires no extra wiring—you simply screw it into the socket.

For sale by all Electrical Dealers  
**BENJAMINELECTRIC  
MFG. COMPANY**  
120-128 So. Sangamon St.  
Chicago

Quality being  
equal, why  
not make the  
best profit  
from Fan sales?



## Colonial Fans

Cost you less money than any other make of the same durability and efficiency. You can be sure of delivering fans that will make friends. All sizes from 8 to 16 inches. All types, either A. C. or D. C.

Quick action is necessary. Write today for the 1913 Catalog.

**The Colonial Fan & Motor Co.**

WARREN, OHIO

A. C. and D. C. Motors, Rotary Converters, Generators



3,000 Copies

"Electric Vehicle  
Number"

—OF—

## Electrical Progress

now can be had at this office at  
greatly reduced price.

It's a strong, snappy, suggestive  
aid to your vehicle load. Use it.

Write

**The Rae Company**  
PUBLISHERS

17 Madison Ave., New York City

## This Magazine Costs 8 $\frac{1}{3}$ cents

There are Ideas in it Worth 8 $\frac{1}{3}$  Dollars

to any man who is working in the commercial  
department of a Central Station or as a sales-  
man for an electrical supply dealer or con-  
tractor, or for an electrical shop. The dollar  
you send as a subscription in this magazine pays  
100% PROFIT

Send that Dollar To-Day

ELECTRICAL MERCHANDISE  
17 Madison Avenue New York City

### Diversity Factor is Import- ant in Rate Making

**Centralized Production  
and Diversity Factor**

are the economic reasons for the exist-  
ence of the central station.

Improving the Diversity Factor  
means improving the Load Factor

**BUT**

**To Improve Diversity Factor**  
on your system it is necessary to know  
the time of day and year of the maxi-  
mum demands of the various elements  
of the system and the ratio of these de-  
mands to the combined demand.

A record of this sort can be obtained  
cheaply and correctly in plain figures,  
showing the exact time of each and  
every demand, and also the amount.

Our booklet on Printometers de-  
scribes this method of obtaining records  
and a copy will be gladly sent on  
request.

**MINERALLAC ELECTRIC COMPANY**

**CHICAGO, U. S. A.**

PRINTOMETERS are made for us by  
CHICAGO ELECTRIC METER COMPANY  
Specialists in Maximum Demand Devices

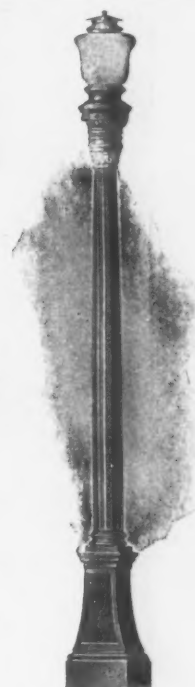
## WHY NOT GET the MERCHANTS

of your city interested in orna-  
mental street lighting?

### Start Something

either with the Merchants' Asso-  
ciation, Board of Trade or Boost-  
ers' Club or as a straight better-  
lighting - better - business cam-  
paign.

We can send you data that  
will start it, push it, and *get*  
it. Write for new catalogue.



New Haven, Conn.  
An installation drawing  
Street Lighting Com-  
mittees from all over the  
country.



Lockport, N. Y.  
Bracket on existing  
trolley poles without  
removal of overhead  
wires.

**ORNAMENTAL LIGHTING POLE** ©  
POLES FOR ALL TYPES OF LIGHTING  
• 118 Liberty Street, New York City •

(Concluded from page 195)

Attractive Window Exhibit At Electric Company's Office  
 Light Company Adds New Department  
 Electric Sign Designer In City to Aid Merchants  
 Light and Water Co. Gives Christmas Tree  
 Simple Explanations of Electric Facts  
 Light Company Erecting Sign and Decorations For Convention  
 Athens to be Advertised Over Entire United States  
 Will Distribute Part of Earnings  
 One Bill Hereafter From Light Company  
 Annual Banquet of Gas and Electric Employees  
 "Courtesy Cards" Posted By Light and Power Co.  
 Doherty's Rise From Poverty to Millions  
 Electrical Society Offers Prize For Slogan  
 Electric Night to be a Great Celebration  
 Twenty-five Hundred Electric Lights On Single Building  
 What Electricity Has Contributed to the Development of the City  
 Electric Company's New Building One of the Finest in the City

Now cast your eye over this list. This kind of newspaper heading does harm and costs money:

Lighting Monopoly Corrupt Influence  
 Out for a Light Company's Scalp  
 Indignation Over Electric Light Bill is Growing  
 Municipal Lighting Plant Drives Rival to Bankruptcy  
 Power Company Comes in For Usual Censure  
 Competition Halves Rates in Newton Falls  
 Light Company on the Grill  
 Electric Company Cannot Furnish Light Economically  
 Still Fighting Light Company, Says Committee  
 Complaints That Annoy People with Contracts  
 Vital Facts in People's War on the Electric Company  
 Competition is the only Way to Lower Lighting Rates

There are many more in the pile, in every case a bit of news that has seemed interesting to the reporter and has been used by the editor because he believed that the public was entitled to the information. Once arouse the interest and sympathy of the newspaper men and there is no end to the material available for interesting stories about electricity and the central station. For instance:—

Suggest a series of human interest stories called "Tales of Electric Current." Take the reporter down to the station and show him all the inner workings. Have a stenographer along to note it all down as you tell about—"The Coal Pile and the Stack," how the coal is weighed and analyzed and the gases and ash measured. Tell him about "The Generator Room that Never Rests"—and about the load curve and what it means at the station—and about the transmission system and what winter storms do. There is a series of human interest stories here that will appeal to any newspaper man just as soon as his eyes are opened to the facts.

The public would be interested in the story of:—

How the central station prepares for the future growth in population—

How the insurance underwriters and the central station have united to guard against fire risks—

How the electrical industry has banded together in united effort to reduce the cost of using electricity by increasing efficiency—

How the modern science of illumination is guarding the fast failing eyesight of the nation—

How electric power is conserving human labor and increasing production to sustain the population—

How the electrical vehicle is decreasing delivery costs and solving the problem of traffic congestion.

Just as soon as the trained newspaper begins to understand the central station business and become a bit enthusiastic about the work that is being done in the name of good service, he will see innumerable suggestions for legitimate stories like these. The public utility will take its rightful place as a subject of general interest to all—a good place to hunt for news. And when the newspaper reporter is your friend, the little events of the day's work will bring you constant and appreciative publicity that will bring a benefit unbuyable.

When the line gang is out reinforcing poles there will be a story in it.—

When some consumer blows out his fuse through some small-boy-business there will be a story in it that will warn other householders.—

When the company makes a hurry-up connection in case of sickness, it will be mentioned with words of praise.—

The activities of the pulmotor squad will be constantly before the public, to your great benefit.

Day after day, week after week, month after month, and year after year, things are happening within the industry and within your own plant and organization that interest you and every live employee of your company. Seventy-five per cent of these doings would be interesting news to the public, too, if they were told simply, clearly and with a little enthusiasm. And there are press reporters in every city ready to do the telling.

And what will it cost the central station for all this free advertising?

—The price is small.

Win the personal respect, esteem and friendship of the men of the press.

—And the way is easy.

The prosperity of the newspaper and the central station depends alike on popular approval and support, and on the thriving development of the community. Likewise the newspaper and the central station can be and should make themselves the two strongest local stimulants to that civic growth.

Let the newspaper man and the central station man go to work for each other and their common interests.



#### A Popular Window Display

By A. H. SIKES,  
 New Business Department, Athens (Ga.) Railway & Electric Co.

We recently borrowed an idle job press and installed it in our window equipped with an electric motor. At noon time, one of the printer boys came in, put on a white uniform, printed souvenir cards of our electric sign and distributed them free of charge. This window feature proved to be good advertising, for the cards were in big demand, hence got wide circulation.

A second display that took well was an electrically driven machine for sharpening razor blades. It was the centerpiece of a window electric flatiron display. It drew the crowd, and helped us to sell seventy irons in one week. Incidentally, we received the earnings of the machine, amounting to fourteen dollars.

#### Lighting the Way for the Fire Laddies

The Edison Electric Illuminating Company of Boston and the selectmen of Lexington, Mass., have made an arrangement whereby the fire department of that historic town will have a real daylight route any time it responds to the fire alarm between 1 o'clock in the morning and dawn. The plan is that when the fire bell rings between these hours, the company will turn on all the street lights for the benefit of the fire laddies. In case of fire, the Edison Company will be notified by the police department.

David Daly

David Daly, manager of the Houston Company, has been appointed manager of the Galveston-Houston Electric Railway Company.

At Home  
 At the Office  
 In Any Place

of Business  
**BENJAMIN**  
 PLUG CLUSTER

is a great convenience because it gives you two outlets where you have had but one, doubling the capacity of your sockets by doing the work of two. You may attach any other electrical appliance that you wish and burn your lamp at the same time. It requires no extra wiring—you simply screw it into the socket.

For sale by all Electrical Dealers  
**BENJAMINELECTRIC**  
**MFG. COMPANY**  
 126-128 So. Sangamon St.  
 Chicago



Quality being  
 equal, why  
 not make the  
 best profit  
 from Fan sales?



## Colonial Fans

Cost you less money than any other make of the same durability and efficiency. You can be sure of delivering fans that will make friends. All sizes from 8 to 16 inches. All types, either A. C. or D. C.

Quick action is necessary. Write today for the 1913 Catalog.

**The Colonial Fan & Motor Co.**

WARREN, OHIO

A. C. and D. C. Motors, Rotary Converters, Generators



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3,000 Copies

"Electric Vehicle  
Number"

--OF--

## Electrical Progress

now can be had at this office at  
greatly reduced price.

It's a strong, snappy, suggestive  
aid to your vehicle load. Use it.

Write

The Rae Company  
PUBLISHERS  
17 Madison Ave., New York City

## This Magazine Costs 8 $\frac{1}{3}$ cents

There are Ideas in it Worth 8 $\frac{1}{3}$  Dollars

to any man who is working in the commercial  
department of a Central Station or as a sales-  
man for an electrical supply dealer or con-  
tractor, or for an electrical shop. The dollar  
you send as a subscription in this magazine pays  
100% PROFIT

Send that Dollar To-Day

ELECTRICAL MERCHANDISE  
17 Madison Avenue New York City

### Diversity Factor is Important in Rate Making

#### Centralized Production and Diversity Factor

are the economic reasons for the exist-  
ence of the central station.

Improving the Diversity Factor  
means improving the Load Factor

BUT

**To Improve Diversity Factor**  
on your system it is necessary to know  
the time of day and year of the maxi-  
mum demands of the various elements  
of the system and the ratio of these de-  
mands to the combined demand.

A record of this sort can be obtained  
cheaply and correctly in plain figures,  
showing the exact time of each and  
every demand, and also the amount.

Our booklet on Printometers de-  
scribes this method of obtaining records  
and a copy will be gladly sent on  
request.

**MINERALLAC ELECTRIC COMPANY**

CHICAGO, U. S. A.

PRINTOMETERS are made for us by  
CHICAGO ELECTRIC METER COMPANY  
Specialists in Maximum Demand Devices

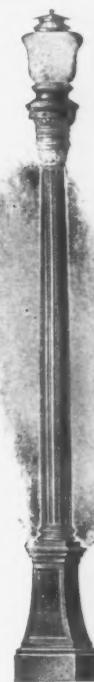
## WHY NOT GET the MERCHANTS

of your city interested in orna-  
mental street lighting?

### Start Something

either with the Merchants' Asso-  
ciation, Board of Trade or Boost-  
ers' Club or as a straight better-  
lighting - better - business cam-  
paign.

We can send you data that  
will start it, push it, and get  
it. Write for new catalogue.



New Haven, Conn.  
An installation drawing  
Street Lighting Com-  
mittees from all over the  
country.



Lockport, N. Y.  
Bracket on existing  
trolley poles without  
removal of overhead  
wires.

**ORNAMENTAL LIGHTING POLE** ©  
POLES FOR ALL TYPES OF LIGHTING  
• 118 Liberty Street, New York City •

“Why do you buy Valentine’s Signs?”  
was the question asked by one of  
our central station customers.

“Because—

—“The Valentine organization ‘delivers the goods’  
*in emergencies* just the same as it handles regular  
business.

—“If I want a bunch of sketches for a special sign,  
and want ’em *quick*, the Valentine art department  
‘delivers the goods.’

—“If I want a hurry-up sign for some finicky cus-  
tomer, the Valentine factory gets it out in jig time.

—“If I need an expert to help me secure a hard-to-  
get order, Valentine himself generally arrives by the  
next train with a pocketful of designs, an encyclopedia  
full of sign information and head full of brains.

—“That’s why I buy Valentine Signs.”

The Valentine organization is prepared to meet every emergency.  
It is organized and maintained on an emergency footing. No  
matter how big the proposition, we can take care of it.

On the other hand, don’t overlook the fact that we design, build,  
and ship many hundreds of standard signs every year.

If you’re not *entirely* satisfied with the sign service you are now  
getting, write —

**Valentine Electric Sign Company**  
Atlantic City, New Jersey